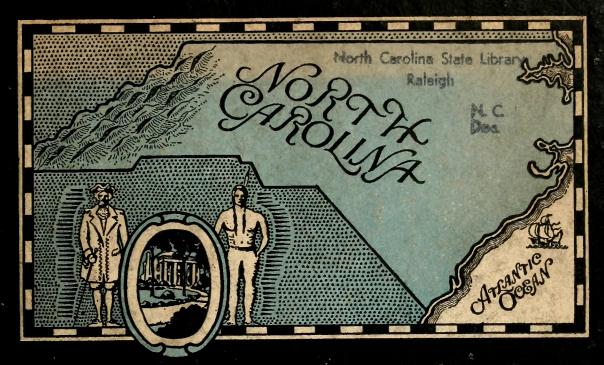
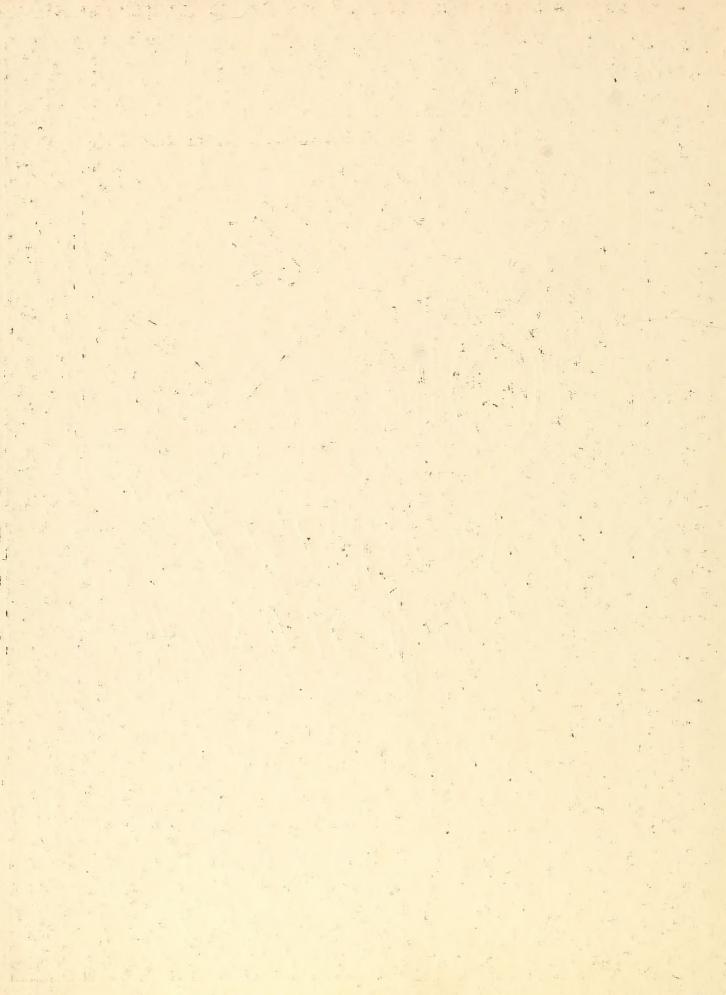
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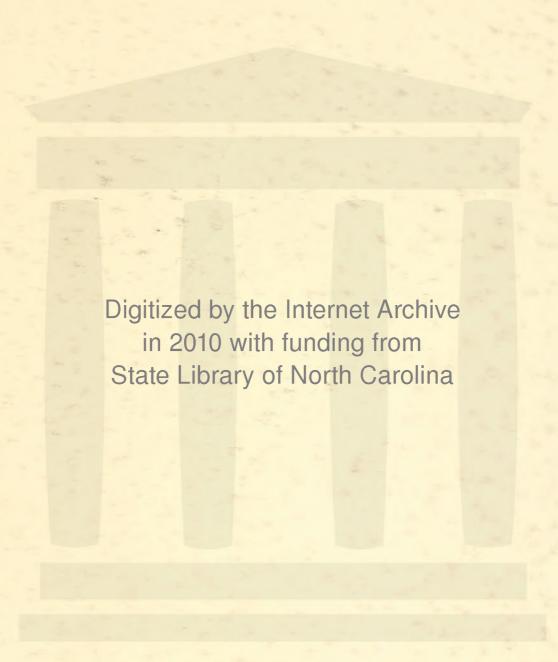


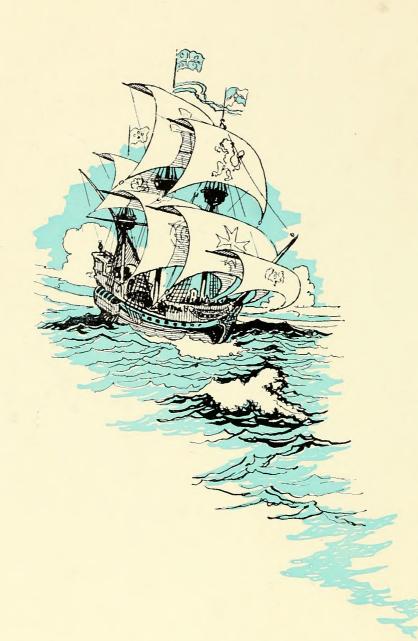
NORTH CAROUM

A Good Place to Live

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IRVING COBB SAYS.

ET some statistician tell the tale in exultant terms of bank clearings and enlarged bank deposits, in exports, in enhancement of wealth and production. Going only by what these two eyes have seen. I proclaim that North Carolina today is the foremost State of the Union in material progress, in public spirit, in educational expansion and optimism of outlook.

ISSUED BY THE
STATE OF NORTH CAROLINA
Department of Conservation and Development
WADE H. PHILLIPS, Director



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NORTH CAROLINA "A Good Place to Cive"

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HON. ANGUS W. MCLEAN Governor of North Carolina

Foreword

By Hon. Angus W. McLean
Governor of North Carolina

ORTH CAROLINA is more than a collection of three million people living within certain prescribed geographical borders. Her natural resources, bountiful as they are, do not constitute her true greatness. The uses to which these resources have been put more nearly tell the story of the State's remarkable advancement in recent years; but back of this lies the keynote of it all: The spirit that moves our people to action. Without such a spirit, this State could never have reached the point where she challenges the best efforts of honest, industrious and enlightened men and women of all sections of the United States and enjoys a unique distinction throughout the civilized world.

First of all, North Carolina has a background, the study of which is inspirational, certainly to her own people, who have endeavored to uphold the best traditions of an honored past. Her present achievements furnish encouragement; her future, unless all well-founded calculations have been based upon a misconception of facts, offers opportunities sufficient to be shared with others who may see the wisdom of taking up their abode here.

North Carolina's progress has never been marked by what is commonly known as a "boom." Her people have chosen a different path to permanent development, preferring rather to build on solid and sure foundations. This, I sincerely believe, has been done. The gains we have made are substantial and there can be no retrenchment. We have consolidated these gains and organized our efforts. The thought of turning back does not present itself. Nor is the State going forward blindly and without taking stock as she goes along.

It is not the purpose of this message to those who shall read this book to chronicle in detail the advantages North Carolina enjoys and offers to share with those who accept our invitation to live among us. This would be a duplication of thought and effort. As the State's present spokesman, however, I do commend to your earnest thought and consideration the facts which have been gathered and are hereinafter presented.

The history of North Carolina reveals many handicaps, as well as many accomplishments. The present status of this State was not reached without struggle. Our job of State building is by no means complete. Hence, we still have incentive. We are not resting upon our oars but consistently planning for a greater future.

North Carolina's most notable victory and that which commends this State to others is, in my opinion, that which we have won in the realm of education, and by this is meant education in its broadest sense and not merely from an academic standpoint. However, within itself, knowledge is power, if directed aright. There must be, and has been in North Carolina, a sympathetic understanding before education can meet the needs it is designed to meet; and without education as a foundation-stone, other endeavors are doomed to failure.

Following the educational renaissance in this State, there was quick and surdevelopment along other lines. North Carolina folk have always been cultured. Their background gave them that heritage, but until they said, with a fixed and steady purpose, "There shall be education in the land," this culture was merely a social asset and did not solve the problem of happy living.

Following the educational awakening, which has caused this State to spend \$35,000,000 a year on public education, instead of less than a million, which was the case at the beginning of the century, other needs were realized. The State ventured first to invest in more and better schools. That done, the people were pleased almost to the point of astonishment to realize that the task had not been as difficult as it had seemed. About this time came the industrial revival. Then followed the good roads movement, providing for approximately 7,500 miles of dependable highways linking every section of North Carolina and tying her to her neighbor States. This major movement incurred no hardship upon the masses. While nearly \$125,000,000 has been appropriated for good roads by the State, exclusive of Federal aid, the money will be paid back through a system that does not call for one cent of taxes on real estate or personal property. Neither is there a State tax on real or personal property for public schools. That form of revenue is left to the counties, while the State derives her income from a just and equitable system that calls for levies on those most able to pay.

North Carolina's manufactured products are now worth considerably more than \$1,000,000,000 a year and her agricultural products, including livestock, well toward a half billion. Her farmers are now diversifying to a greater extent than ever before and will continue to do so in the future, as they capitalize the splendid natural advantages they enjoy.

Her adequate recreational facilities are drawing thousands of tourists into the State each year and many of these are being held as permanent residents. once they realize the profit and enjoyment of being here.

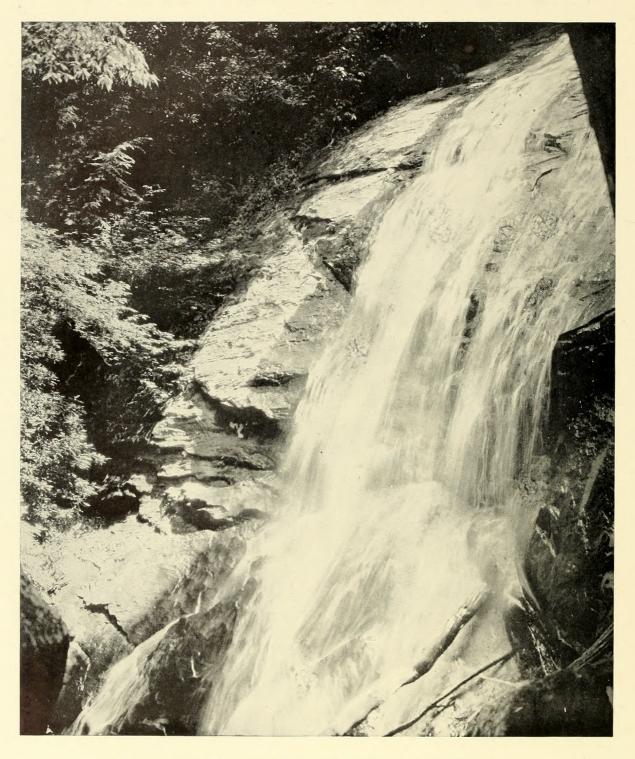
Although this foreword has, of necessity, dealt mostly in generalities, yet the outstanding claims of North Carolina have been but modestly stated. Nor have they all been presented by any means. The purpose of this publication is not to entice but to convince. Hence, the figures presented throughout are conservatively stated.

North Carolina's natural advantages have been supplemented by an effort to give the people of the State a more businesslike administration of public affairs. This has been brought about through appropriate legislation looking toward a coördination of governmental agencies, with a view to reducing operating expenses and, at the same time, increasing efficiency. However, every effort has been made not to injure or otherwise curtail progress. Our legislators, although they have sought to enact laws that have simplified governmental operations and brought the State to a point where she lives within her income, have not overlooked the fact that "the body is greater than raiment." By this, it is meant that they have not sacrificed the rights of the people in general in order to save a few paltry dollars, which, after all, are but the tokens of wealth and not the essence of it.

To those who are looking North Carolinaward, the State and her people extend a cordial invitation: "Come with us and we will do thee good."

NC

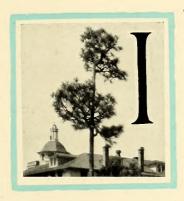
Page Seven



WESTERN NORTH CAROLINA IS NOTED FOR ITS MAGNIFICENT WATERFALLS

North Carolina

By Dr. FRANK CRANE



T WAS rather surprising the other day to discover that the third State in the Union, reckoned by the amount of Federal taxes paid in 1927-28, is North Carolina.

Of course New York with its huge metropolis, Illinois with its Chicago, are in the lead because of the capital in those great cities. North Carolina even leads Pennsylvania with Philadelphia, Michigan with Detroit and California with Los Angeles.

But we had all been accustomed to believe that North Carolina was rather a backward place, lucky to make both ends meet.

We hardly realize the industrial and commercial advance of the South till we observe North Carolina.

It is probably the oldest of our English-speaking communities, because the "Lost Colony" of Sir Walter Raleigh was planted in 1584 on Roanoke Island. The disappearance of that colony is one of the most romantic of New World mysteries.

One of the most striking facts about the State is that only about three-tenths of one per cent is foreign born. It is one of the most American of the American communities, made up of English, Scotch and German original settlers.

It is claimed that it has no labor problems, and that is probably a contributing cause to its great industrial prosperity.

It is probably the principal State which does not owe its success to a great city. It has many flourishing cities but none of them are very large. Possibly its great water power contributed to this.

They seem to realize the advantage of good roads for in seven years they have spent more than a hundred million dollars for highways. There are good automobile roads throughout every county.

Few know that an educational institution destined to be the largest and richest in the world is located in North Carolina. There are many other colleges.



Do you realize that this State is second only to Massachusetts in textiles, that it makes more cigarettes than any other in the world, that it has the largest leaf tobacco market and has the greatest of all aluminum reduction plants?

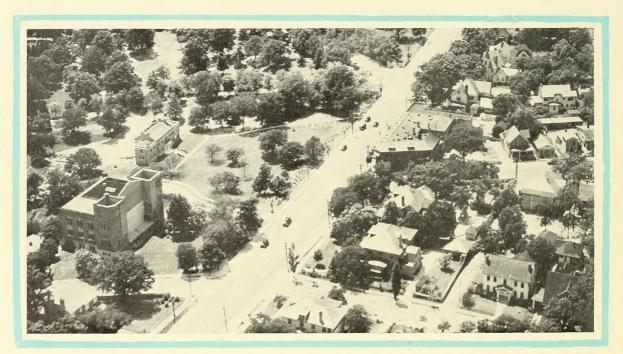
North Carolina textile mills produce approximately one-sixth of the entire United States output.

It has no crime waves and has the lowest per capita prison population and the highest birth rate in the United States.

It has the climate of the Mediterranean, yet contains the highest mountain in Eastern America.

If anybody wants a place not only to make money but to enjoy life and bring up his family he should consider North Carolina.





THRIVING VILLAGES ARE SEEN ON EVERY HAND IN NORTH CAROLINA

State Dedicated to Service



ORTH CAROLINA'S bid for consideration as "a good place to live" is not based upon the mere possession of natural resources. Its chief claim lies in the fact that these resources are being developed with a view to human service. This State has dedicated its fortunes to the happiness of mankind, through service, and upon this basis it extends the hand of welcome to those contemplating a change.

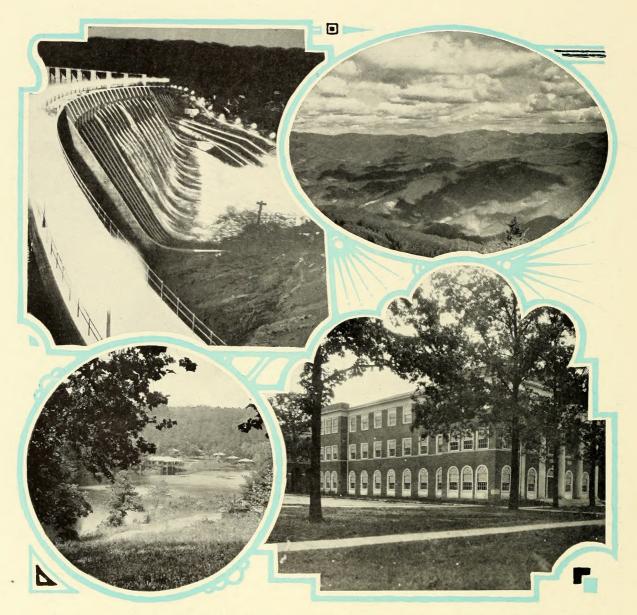
As great as they are, the State's physical assets can not, within themselves, bring happiness or contentment. No attempt has been made to over-emphasize purely material things; but our people do rejoice in the fact that they have been able to coördinate and conserve these resources and convert them into better living conditions, and

that through a spirit of coöperation we have been able to make substantial gains along all lines.

North Carolina's present is silhouetted against a background of which none of its people need be ashamed. It was settled by those who, having come here because of the opportunities this new land afforded, were willing to make sacrifices, if necessary, to attain the worth while things in life. Although conditions have not always permitted large expenditures for public education, yet the cultural side of life has

never been neglected. When conditions permitted, therefore, our people were willing to make the necessary investments that now cause this State to stand out preëminently among its sister Commonwealths as an "educational State." With its awakening to its vital educational needs, the State took on new life altogether and a season of material development followed that has taken us from a mediocre position and brought us to the forefront. Briefly stated, North Carolina's progress is based upon a will to do rather than material wealth, which, we believe, is being used as a means to an end rather than a basic virtue. We all rejoice in our advancement because it has been achieved through what we conceive to be proper motives, rather than at the expense of others.





NORTH CAROLINA UTILIZES HER NATURAL RESOURCES NOT ONLY IN THE PRODUCTION OF WEALTH, BUT IN THE CONTENTMENT AND EDUCATION OF HER PEOPLE

Climate, a Prime Factor



N PRESENTING North Carolina's advantages, no factor is of greater importance than its favorable climate. There is a vast difference between climate and weather. The former is a fixed condition, reckoned in terms of years, while the latter is a temporary factor. Climate has a vital bearing on permanent things, such as crops, pleasure, and conditions in general, while weather merely indicates whether it was warm

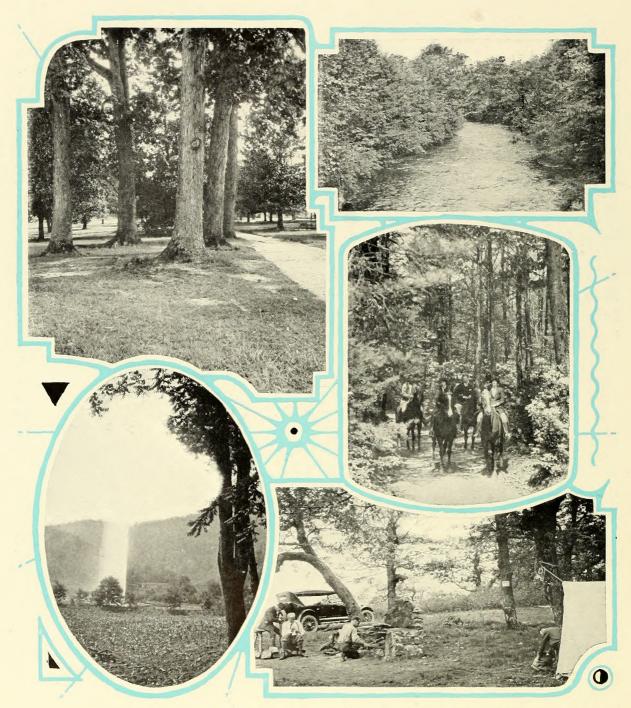
yesterday or, perchance, whether it will be raining tomorrow.

The State's annual mean temperature ranges from 48.4 degrees in the mountains to 63.4 degrees on the coast. This, quite naturally, has an important bearing upon agriculture and also upon the physical comfort of the people. The last killing frost in the trucking section occurs a month earlier in the spring and a month later in the fall than in the extreme altitudes of the West.

The annual mean temperature for the mountain region as a whole, is 55 degrees. Clear skies prevail for a great portion of the time and tornadoes are practically unknown. Yet the rainfall is amply sufficient for agricultural needs and good crops abound. These conditions not only are conducive to agricultural success but make Western North Carolina the natural playground of eastern America.



EASTERN CAROLINA IS NOTED FOR ITS ROLLING PLAINS AND LAKES



WESTERN NORTH CAROLINA. THE NATURAL PLAYGROUND OF EASTERN AMERICA



IN WESTERN CAROLINA PLEASING VISTAS GREET YOU ON EVERY HAND

The Piedmont also enjoys what is officially termed in the records of the United States Weather Bureau an "admirable climate." This section, with its fertile soil, its waterpower and its other natural resources which are fostered by favorable climatic conditions, extends from the mountains to the coastal plain.

Coming to the coastal plain we find climatic conditions still favorable to comfort and to the advancement of agriculture and other beneficial endeavors.

In no section of North Carolina do we find extreme conditions. Wide-spread disasters are practically unknown. The loss of human life from these has been negligible.



Health Essential to Happiness



ORTH CAROLINA carefully guards the health of its people. Without reciting the tedious processes that brought the State Board of Health to its present proportions and standards of efficiency, it is interesting to note that the State is now spending nearly a half million dollars annually to promote this administrative branch of government which, in turn, cooperates to the fullest degree with county and municipal health authorities throughout the State.

Preventive measures have been promoted and the prime object of North Carolina from a health standpoint is to make dreaded diseases impossible through the application of modern scientific methods. It is considered far better to give detailed study to conditions among school children than to wait and

treat them as physically delinquent adults.

North Carolina's birth-rate is the highest in the Union. Its death-rate has been steadily reduced during recent years until it is now among the lowest. has been brought about through a constant effort to improve health conditions and should stand out as an accomplishment of no small importance.

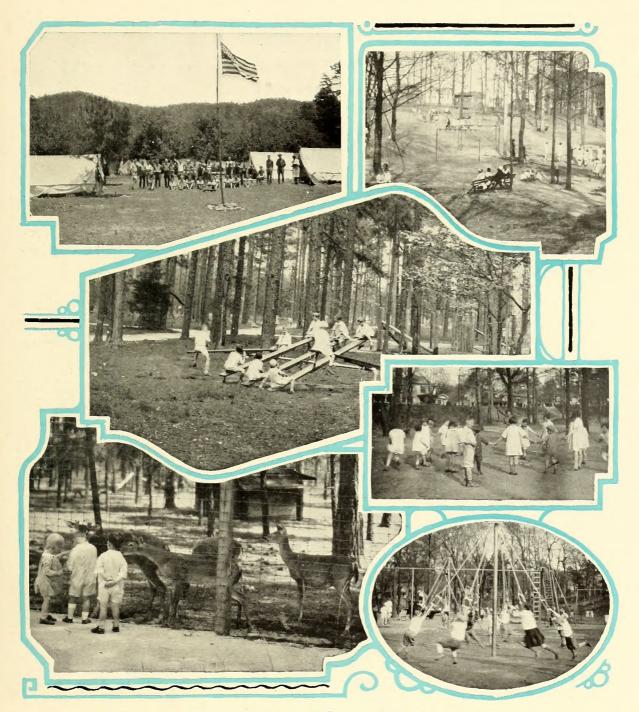
Through cooperation with the State Board of Health municipal water supplies all over the State are kept pure and poor sanitary conditions are not allowed to exist in any community.

The make-up of North Carolina's population is more than ninety-nine and one-half per cent native born American. Advantages resulting from this are reflected in the everyday

life of the people.

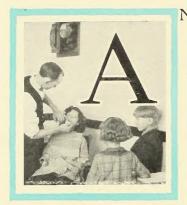
From the above paragraphs it is to be readily concluded that two important factors have played a vital part in making North Carolina a healthy place in which to live favorable climatic conditions and ceaseless endeavors looking toward the banishment of diseases that can be prevented, or minimized through sanitation and an enforcement of health regulations.





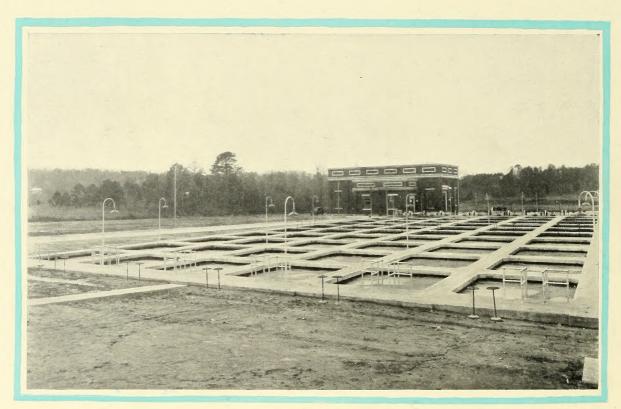
NORTH CAROLINA PROVIDES AN ABUNDANCE OF RECREATIONAL PARKS FOR HER CHILDREN

Contagious Diseases Outlawed

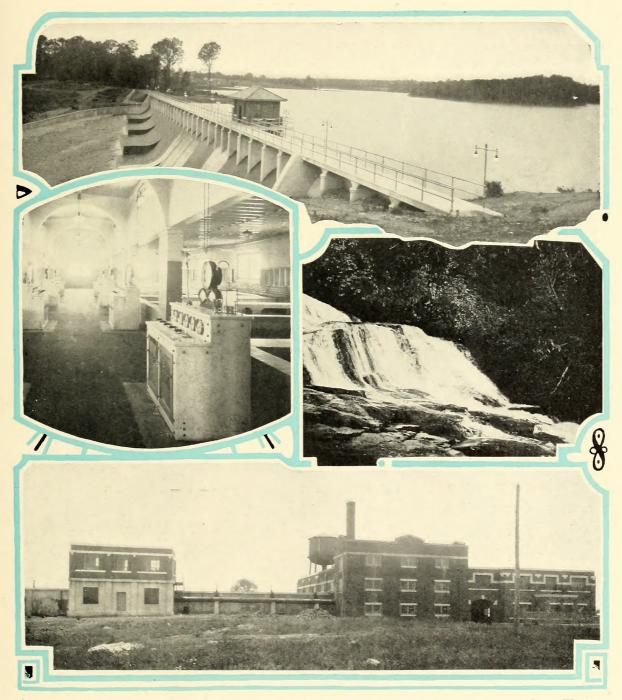


N IMPORTANT accomplishment in connection with North Carolina's effort to promote health among the inhabitants of the State is the fact that typhoid fever, for example, has been reduced to a point where it is almost unknown. This was brought about largely, of course, through the employment of preventive methods. Other infectious and contagious diseases have been reduced in proportion, including small pox, diphtheria, malaria fever and numerous other maladies which, under conditions that formerly existed, were prevalent in nearly all sections of our

country and took a tremendous toll.



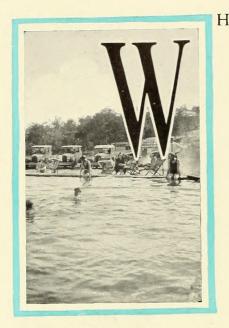
SEWAGE DISPOSAL PLANTS OF NORTH CAROLINA CITIES ARE MODERN IN EVERY DETAIL



SCIENTIFIC SAFEGUARDS UTILIZED BY NORTH CAROLINA CITIES TO INSURE AMPLE SUPPLIES OF PURE WATER



Business and Pleasure



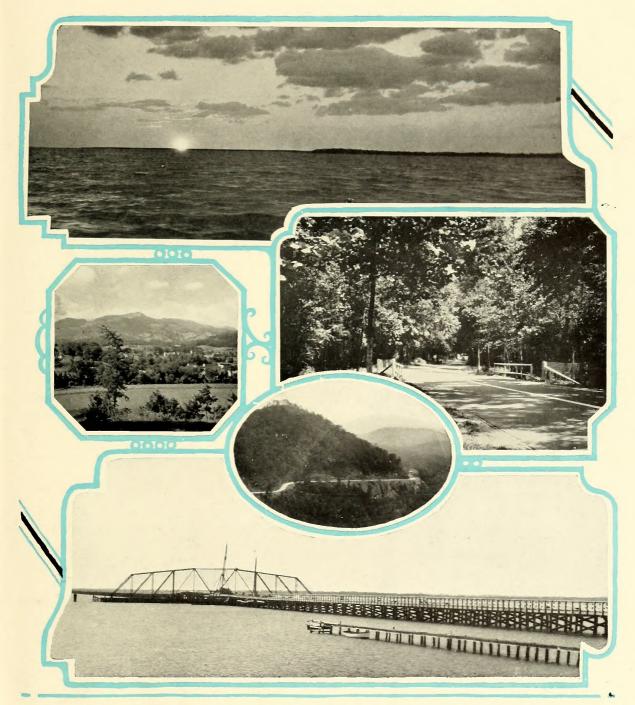
HILE North Carolina is giving serious thought to the development of her resources and her people are energetic in carrying on their business pursuits, yet they enjoy themselves and find time for recreation, the facilities for which are within easy reach of all, no matter in what section they live.

North Carolina, unlike States less favorably located, is filled with beauty spots, most of which are natural or else have been constructed by pressing natural resources into service. Good roads have all but eliminated distance between points of interest and it is now possible to travel nearly 600 miles along one single paved route that takes the traveler from the coast to the Georgia line, through every grand

division of the State. From points along this particular route one may see the broad expanse of the waters that wash the shores of North Carolina; he may view

the fertile coastal plains, behold the smoke from hundreds of manufacturing establishments in the Piedmont and admire the scenery in the mountains of the west. As a matter of fact, all this may be done in one day, as has been demonstrated. While this system of hard-surfaced and other dependable highways has been constructed at a cost of nearly \$150,000,000, including Federal aid, for the promotion of transportation in general, none has derived greater benefit than the seeker after beauty.

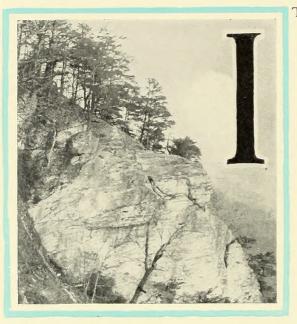




FROM THE MOUNTAINS TO THE SEA BEAUTY SPOTS ABOUND IN NORTH CAROLINA



A Natural Playground



T can be said without boasting that North Carolina is easily the "playground of Eastern America." It is not dependent upon its mountain scenery, as beautiful as that is, but can point out recreational centers in all sections of the State. On the east, of course, is the Atlantic Ocean with its beaches and consequent hotel resorts and the deep-sea fishing it affords. Inside the famous bars along its coast, on one of which is located the far-famed Cape Hatteras, is a system of sounds unparalleled in America for size and recreational purposes. To the prospective visitor to North Carolina it may be information that it has an ocean frontage of 301 miles.

One does not actually have to be on the water-front to enjoy the playground advantages of East-ern North Carolina, for inside, many miles from the coast, are beauty spots and recreational centers that are available the year round—spots untouched by severe weather, except in rare instances, and where extremely low temperatures are unknown.

The Piedmont, also, is a section where outdoor

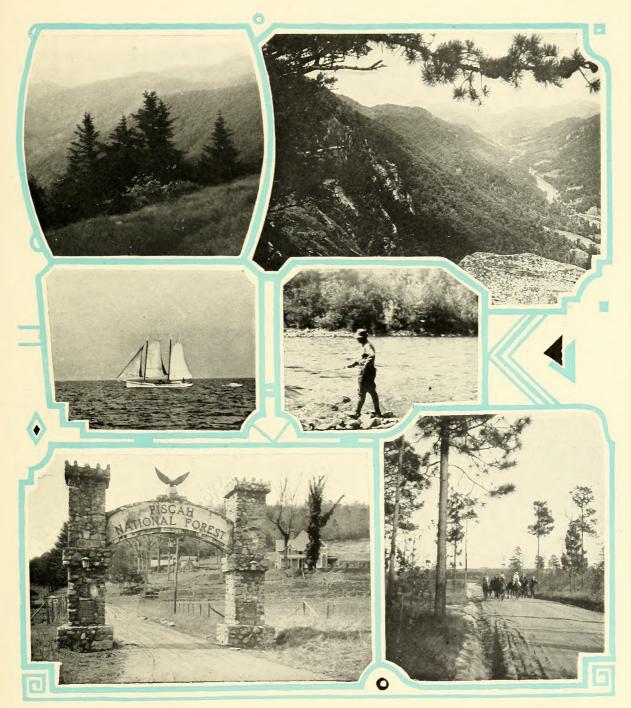
life has many charms and up-to-date recreational facilities abound, regardless of season.

In the West, in addition to the other scenic sections, is the new ten-million-dollar Great Smoky Mountains National Park, the eastern half of which lies wholly within the State of North Carolina. Standing sentinel to the east of the boundaries of this park is the monarch of eastern mountains, Mitchell Peak, which rises to an altitude of 6,711 feet. This is the highest bit of ground east of the great Rocky Mountains and it has as its companions in the network of mountains surrounding it two score peaks rising 6,000 feet or more above sea level.

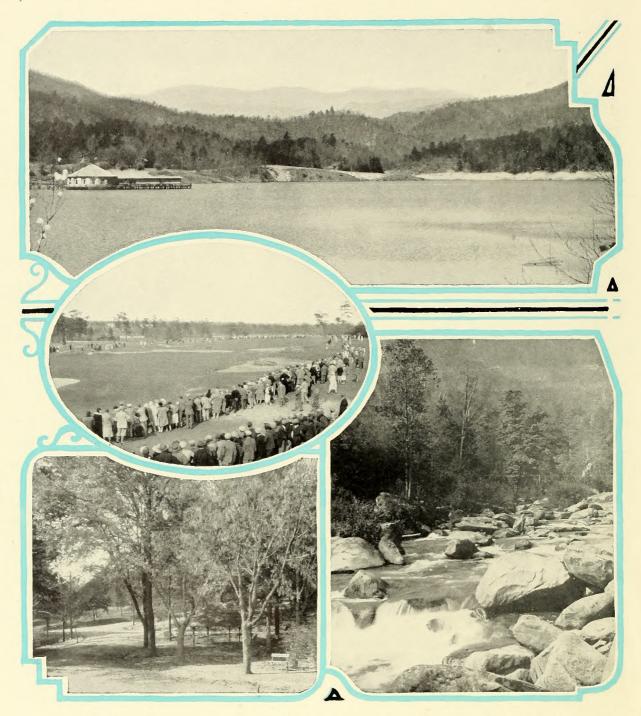
Across the State flow rivers of great magnitude, which are used for both recreational and utilitarian purposes.

Thus, we have a panoramic view of North Carolina as a place of natural beauty.



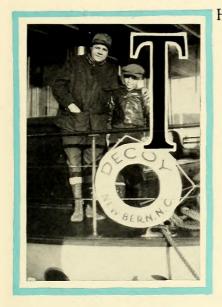


NORTH CAROLINA IS RICH IN NATURAL PLAYGROUNDS FOR THE YEAR ROUND



NORTH CAROLINA IS REPLETE WITH A SCENIC GRANDEUR UNSURPASSED IN EASTERN AMERICA

Scenic Waterways



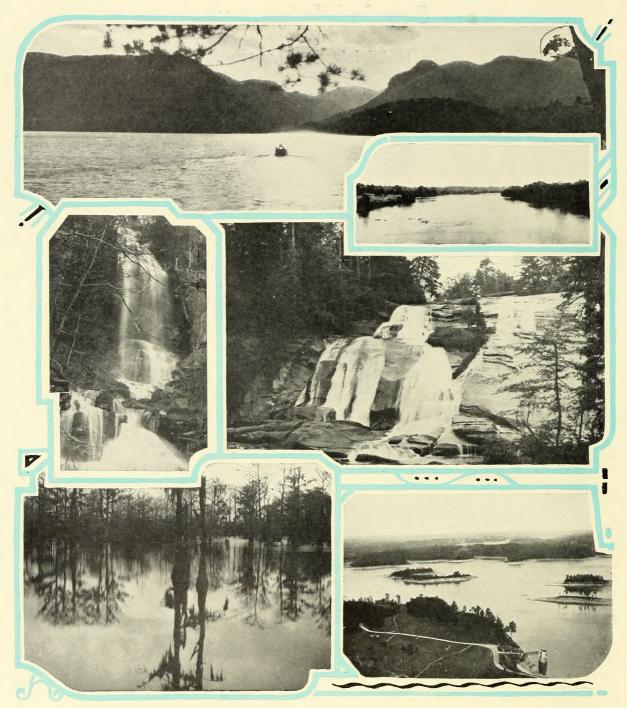
HESE inland sounds to which reference has been made cover 3,600 square miles. Bays, lakes and numerous navigable rivers add to the State's scenic charm.

Not only is the State favored with coastal sounds and with several of the largest purely inland lakes in eastern America that had their origin in the dim past and are the handiworks of nature, but it also has mountain lakes of no mean magnitude. Pamlico, Currituck and Albemarle sounds on the east are nationally known for boating, swimming and other aquatic sports, while White Lake, Lake Waccamaw and other inland bodies have excited admiration on the part of thousands of visitors and are scenes of outings for parties who engage in boating and swimming for many months in each year.

In the West, nestled among the mountains, we have Lake Lure, Lake James, (7,500 acres) and Tahoma (3,500 acres), which have attracted wide attention. In addition to these, there are numerous other smaller mountain lakes, leaping waterfalls and rippling streams abounding with game fish and affording pleasure grounds for lovers of the great out-of-doors.

Shooting on the sounds of the east is a sport engaged in not only by North Carolina people but also by visitors from all over the country. Included in parties visiting these shooting grounds annually might be mentioned the names of persons of national and international reputation. Both streams and lakes of North Carolina are kept stocked with fish and under new regulations governing fish and game, every safeguard will be thrown about them, in order that ethical sportsmen may enjoy them to the fullest extent.





IN THE DISTRIBUTION OF THE HANDIWORK OF NATURE NORTH CAROLINA WAS LAVISHLY BLESSED

Seashore Resorts



ORTH CAROLINA seashore resorts are easily accessible by rail and highway. These include Wilmington, Morehead City, Beaufort, and other points, around most of which center some of the quaintest historical traditions of North America. This naturally arouses the interest of the student of history, for many there are who are interested in history and sports also. In this section of North Carolina is the famous Kitty Hawk, where the first successful flight was made in a Wright Airplane, and not far away is Roanoke Island, where the first child of English parents on the North American continent was born.

Some of the most modern and up-to-date vehicular bridges in the world are to be found in Eastern North Carolina, a part of the State's

new highway system. These include a \$600,000 bridge across the Chowan River, completing intercoastal highway No. 30, and a \$750,000 concrete bridge extending from Morehead City to Beaufort and a three-mile causeway and bridge over Bogue Sound.





NORTH CAROLINA'S FINE SEASHORE RESORTS ARE EASILY ACCESSIBLE BY RAIL AND HIGHWAY

The "Sand Hill" Section



ATURAL advantages, without any pretense at artificiality, have made of the "Sand Hill" section of North Carolina a logical playground for golfers and lovers of kindred outdoor sports. Here we have a climate that is dry and even. The long-leaf pine, for which North Carolina is nationally famous, abounds. Lakes have been constructed for bathing purposes, and a year-round recreational section has been developed. Pinehurst and Southern Pines, known among sportsmen everywhere, are in the heart of this attractive section and reached by rail or highway without difficulty. If the trip is made by air, the traveler may have breakfast in New York and lunch in Southern Pines.

Pinehurst has, for example, four eighteen-hole golf links located at one hotel. There are also polo fields, tennis courts, children's playgrounds and other recreational accessories, besides ample facilities for hunting and fishing parties. Trap-shooting and archery are provided for, also horse-racing and air excursions. In short, this section affords a combination of conditions that are conducive to all kinds of sports, and guests, or permanent residents, have the benefits of good schools and churches of their own faith, whatever that may be.



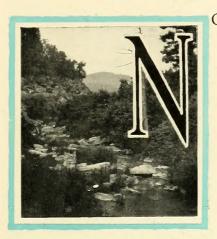






A VARIETY OF OUTDOOR SPORTS ARE PROVIDED IN THE "SAND HILL" SECTION

Far-Famed Mountain Region



O SECTION of Eastern America is better or more favorably known than the mountain district of Western North Carolina, familiarly termed "The Land of the Sky." There was a time when this section although it possessed as much scenic beauty as it does today, was hard to reach and parts of it were inaccessible, due to poor highways or none at all. This handicap no longer exists. Every part of this famous mountain region is now on the highway map of North Carolina, and in the place of trails and muddy lanes great paved roads have been constructed, at a cost of millions of dollars.

The scenic and recreational advantages of "The Land of the Sky" are so numerous that a detailed

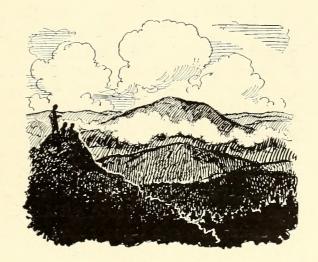
account of them would be all but impossible, especially within the pages of one book. Game refuges, camping sites, tourist centers, fishing grounds and health resorts are to be found throughout the entire region, with enough cities and large towns within driving distance to satisfy the craving for the "white lights." With the modern system of highways that permeates these mountains, no spot is isolated, even though there are havens of rest at frequent intervals, where quiet may be had.

All sports, natural and artificial, have been developed to a high degree in the mountain region. Permanent residents are surrounded by schools of the standard type, by churches and other things necessary for family life. Hunting, fishing, rid-

ing, boating and swimming may be engaged in by the tourist or the permanent resident, and at many points all modern conveniences, go to make things more attractive.

For health purposes, Western North Carolina meets the requirements of the most delicate. For recreational purposes, it is far above any similar section in the Eastern half of the country.

The Great Divide of Eastern America runs through Western North Carolina. On one side of the Blue Ridge the streams flow toward the Atlantic Ocean. On the other side they wind toward the great

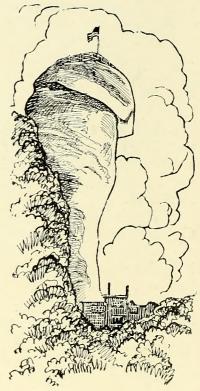


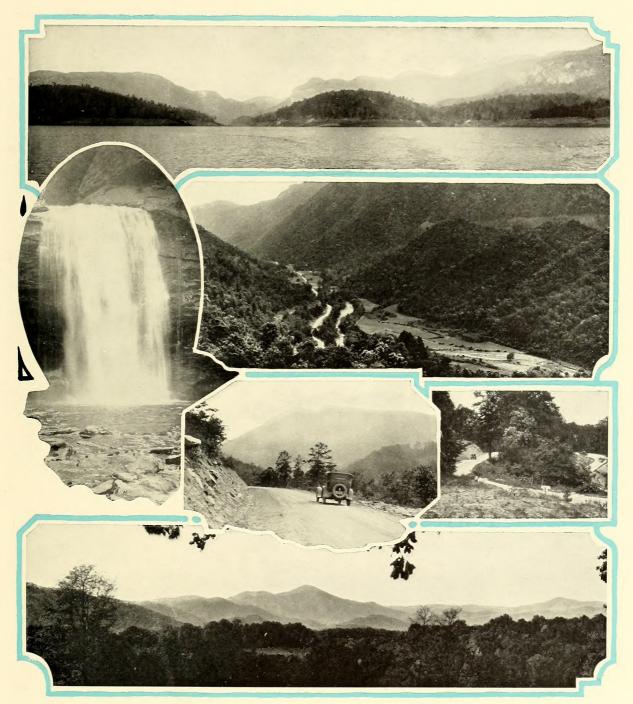


Mississippi basin. Towering peaks and majestic waterfalls combine to add to the other natural charms and make this region famous. Gorges, ravines, coves and "hollows" greet the eye of the visitor, while great natural stone monuments lift their heads toward the sun-kissed sky.

In this mountain region are the great Pisgah and Nantahala National Forests and many game preserves maintained by the State Department of Conservation and Development. More than 200,000 enthusiastic visitors made their way to this beauty spot in 1927. Camps and well-kept hotels add to the convenience of this section of North Carolina.

Western North Carolina, which is honeycombed with hard-surfaced and other dependable highways, is also traversed by some of the finest railway systems that pass through the South, making it possible for the visitor to return home, no matter where that is, within a comparatively short time.





HARD-SURFACED HIGHWAYS HAVE MADE THE WONDERLAND OF WESTERN CAROLINA ACCESSIBLE THE YEAR ROUND.



THE NATURE LOVER WILL FIND AN UNENDING SOURCE OF PLEASURE IN WESTERN NORTH CAROLINA

Progressive Piedmont

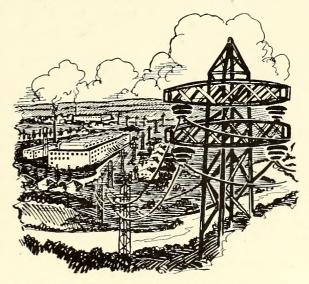


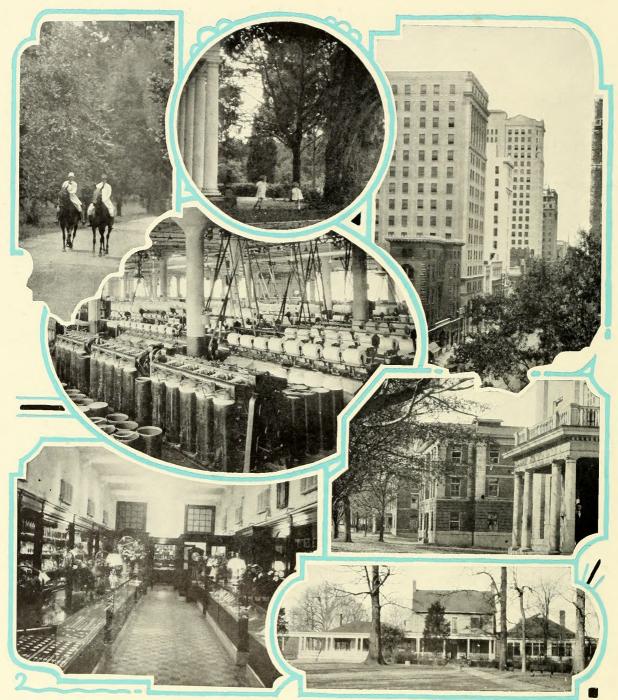
OMING down to the Piedmont, that section of North Carolina lying between the coastal plain and the mountain region, we see an area that has long since been developed to a point where it challenges the best efforts of any section of the United States. Natural scenery abounds here also, and linked with this condition, we find resources already developed and others awaiting development. Traversed by great rivers, pent up in which are hundreds of thousands of horsepower of potential electrical energy, this region has long since become a great workshop, affording employment to thousands who settled there to enjoy the advantages it affords. From one end of the Piedmont to the

other prosperous towns and cities greet the eye of the visitor and beckon the prospective permanent resident to give heed. Farm lands are cultivated to the point where they supply the factories and homes with all the raw material needed. Recreational facilities abound. Through the Piedmont, too, run magnificent hard-surfaced highways, making it accessible to any part of this or surrounding States within a few hours. Living conditions are wholesome and family life is made attractive by the natural advantages that abound. Here, also, are found some of the best schools in the

State, fine churches and other community centers which tend to bring the people closer together. Adjacent to the progressive towns and cities of the Piedmont there are well-appointed country clubs, golf links and other features to delight the heart of the sportsman, while opportunities for hunting and fishing abound.

Piedmont North Carolina is traversed by one of the nation's newest air routes and by railroads that are unexcelled. In fact, transportation is one of the features for which it is famous. Whether those who have this district under consideration think of it as a place to visit or a future home, they would do well to see for themselves the advantages it offers.





PIEDMONT CAROLINA, THE STATE'S GREAT WORK SHOP, AFFORDS EMPLOYMENT AND CONTENTMENT TO THOUSANDS

Fertile, Pleasureful East



HE fertile plains of Eastern North Carolina, where the climate is mild the year round, spread in splendor before the eyes of the visitor as he passes through this section of the State and furnish food for thousands here and in other States. From this garden spot many northern and eastern tables are supplied with early truck long before the snows have melted in more frigid regions. The strawberry, for example, may be eaten by the easterner as he looks out over snow-clad fields and hills, while eastern North Carolina basks in the sunshine that made these berries available.

Cotton, corn, soybeans, all kinds of truck and other tempting edibles are raised in profusion in this grand-division of North Carolina, which, although culturally and traditionally, is like any other section, enjoys many unique distinctions. Its people are contented, happy and prosperous. Good roads connect every community, one with the other, and modern school houses are seen on every hand. Rivers, harbors, inland sounds, already referred to, and fertile soil, worth many millions, are characteristic of Eastern North Carolina and all contribute toward making it a good place to live, where community, city and rural life is attractive. Here may be seen some of the

most gigantic projects in the way of bridge building, drainage and other marks of modern progress. There are practically no waste places in Eastern North Carolina at this time, and as progress advances to a still greater degree values will continue to rise, as they have since the educational renaissance and the period of material progress.

For recreation no section of this or any other State excels the great coastal plain of North

Carolina, which to be appreciated must be seen.



EASTERN NORTH CAROLINA, WHERE COMMUNITY, CITY AND RURAL LIFE IS ATTRACTIVE

State Capital, The Unique



ALEIGH, the capital of the State, is unique, in that it was laid out as a capital city, in the midst of the forests of Wake County, in 1792. Later, the first capitol was built. This was destroyed by fire, and on July 4, 1832, the cornerstone of the present building, which is said to be architecturally perfect, was laid. The cost of the building was less than a million dollars. It could not be duplicated today for anything like it cost, and, due to its self-supporting stairways and its wonderful rotunda, it has never been altered. Instead, buildings suitable for the housing of State Departments, where the functions of government are carried on, have been grouped around this historic State House.

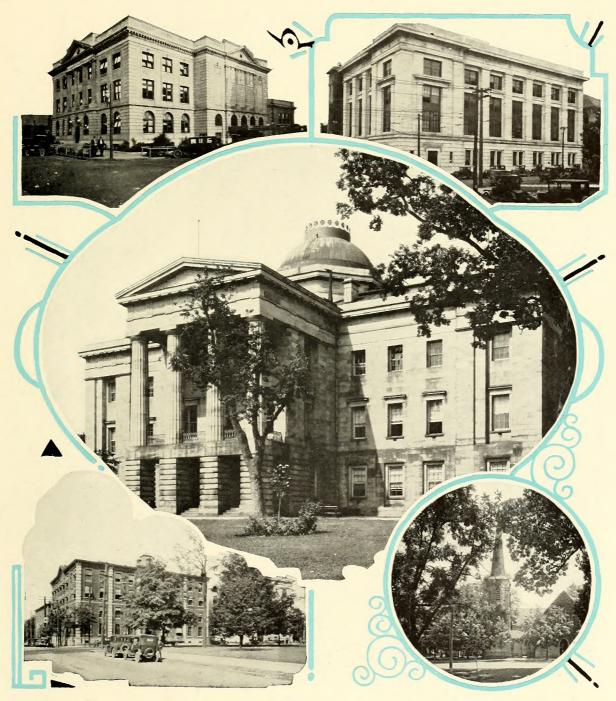
The State Hospital for the Insane, the State Schools for the Blind, white and colored,

are located in Raleigh, also the magnificent plant of the North Carolina State College of Agriculture and Engineering, in which the State has invested millions of dollars in order that its young men and women might be trained for service along practical and wholesome lines.



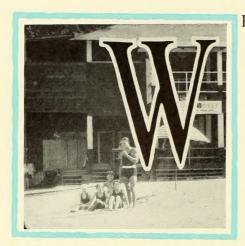


RALEIGH, THE CAPITAL, IS NOTED FOR ITS BEAUTIFUL PARKS



RALEIGH, THE STATE'S CAPITAL, IS A CULTURAL, TRADING AND EDUCATIONAL CENTER

Hours of Play



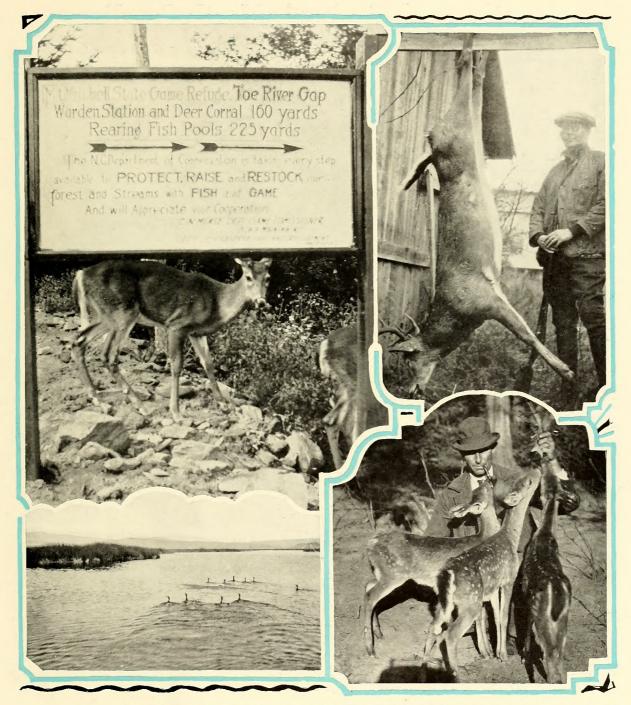
HILE North Carolina is a thrifty State, humming with industry and teeming with satisfied wage earners, with a goodly sprinkling of capitalists and its share of professional folk, playtime is observed by its people, high and low. The urge to play finds expression through opportunities afforded.

Through the State Department of Conservation and Development, operating under effective legislation, North Carolina has thrown a safeguard around its wild life, in order that sportsmanship may not become the privilege of a favored few, and that it may not be exploited to the hurt of the State at large.

Under the new order of things, sportsmanship has been exalted and put on a proper basis. This means that North Carolina will continue to be a playground for lovers of the gun and the rod and reel.

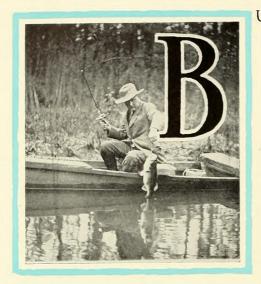






NORTH CAROLINA IS A PLAYGROUND FOR THE LOVERS OF THE GUN AND THE ROD AND REEL

Hunting and Fishing in North Carolina



USY men and women seek diversion from the stress of the strenuous life. A day in contact with Nature is one of the most effective tonics. Not to disappoint the out-of-door enthusiast, a proper balance of Nature must be maintained.

When one mentions ducks, geese, brant or any kind of waterfowl anywhere in the United States, immediately stories are told of Currituck, Ocracoke, or other points on the Carolina coast. In the same way, wild turkeys suggest the Roanoke river, Chatham County and other sections of the State. Quail brings to mind the rolling uplands of the Piedmont region. As we go westward into the mountain districts, we hear the whirr of the grouse and encounter other typical game.

The "big game" hunters find their best "bags" of deer and bear in the Coastal, or East-

ern section and certain mountain sections in western North Carolina.

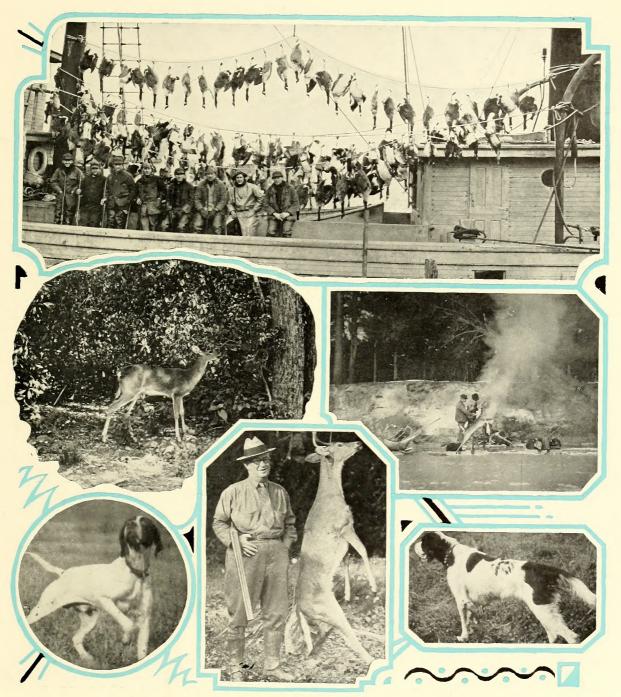
The swift streams of the mountain region are nationally known for their trout and small-mouth bass, and the more slowly running creeks and rivers of the eastern section are among the best large-mouth bass and sunfish grounds in the country.

The sounds of the coastal region abound in channel-bass, bluefish, sheepshead, sea trout and striped bass. The deep-sea fishing on the three-hundred-mile coast of the State offers opportunity to land king fish, Spanish mackerel or even the much sought for tarpon.

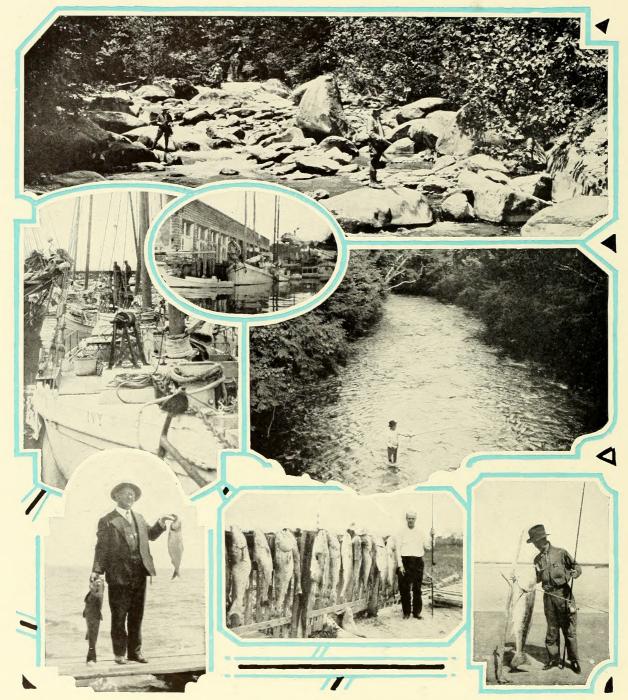
For the benefit of hunters and fishermen more than 750,000 acres of land in North Carolina have been set aside and are protected by the State and individuals as refuges where game can multiply and spread into adjoining territory. The State refuges are surrounded by public hunting grounds, where gunning is allowed under prescribed regulations. The Conservation Department also maintains six fish hatcheries, distributing annually upwards of 9,000,000 fish in streams of the State.

The visitor to North Carolina, as well as the resident, is assured of much variety in his outing and sports due to the broad range of the State's climate and geographic conditions.



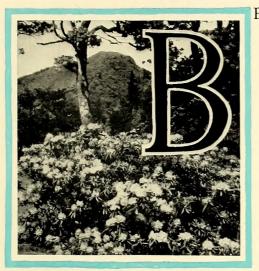


NORTH CAROLINA IS TRULY THE SPORTSMAN'S PARADISE



"GOOD FISHING" OF EVERY DESCRIPTION IS AVAILABLE IN NORTH CAROLINA

Natural Beauty of Plant Life



EAUTIFUL as the flora of North Carolina appears to the visitor or resident, it is in no way more interesting than the beauty and variety of this State's 166 kinds of trees.

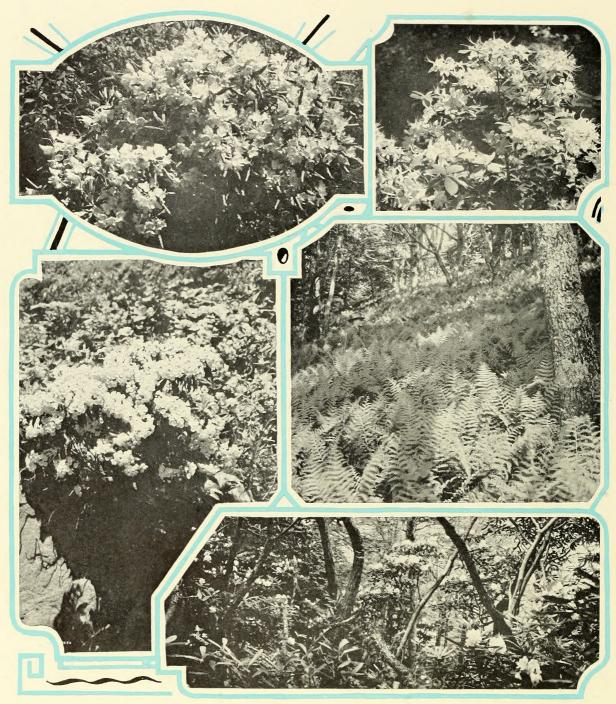
Besides the decorative flowering trees and bushes of the State, such as the tulip and dogwood trees, the wild rhododendron, azalea and mountain laurel, equally as many interesting timber trees occur naturally in the State as in any other of the Union. These trees vary in different sections, as the wide range of temperature from the southeastern sea level to an elevation of nearly 7,000 feet is accompanied by a change in typical trees, from the palmetto of Smith's Island through the gums of the East

and the world famous North Carolina long leaf pine to the hardwoods and the spruce of the mountain ranges.

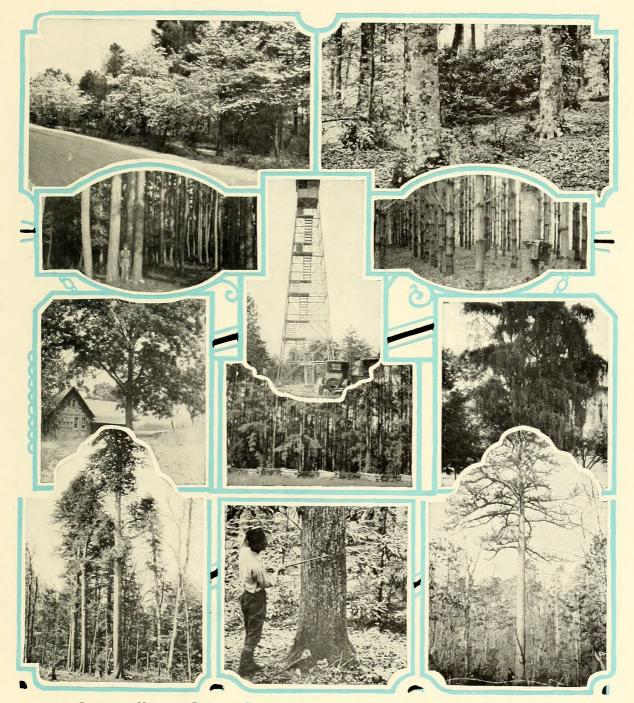
No branch of agriculture has been more strikingly developed than horticulture and North Carolina has kept pace with this growth.



RHODODENDRON, NORTH CAROLINA'S MOST FAMOUS WILD FLOWER



FLORAL WONDERS OF NORTH CAROLINA GREET THE EYE AT EVERY TURN



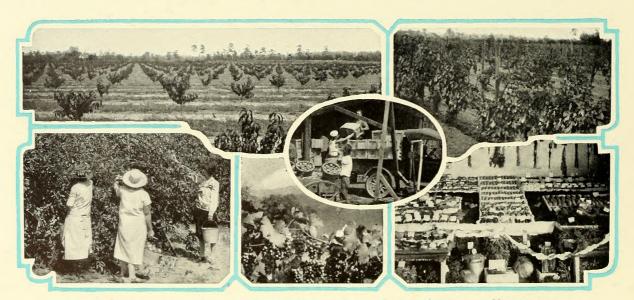
CONSTANT VIGIL TO PREVENT FIRES, SAFEGUARD NORTH CAROLINA'S WEALTH OF TREES

Fruits and Vegetables



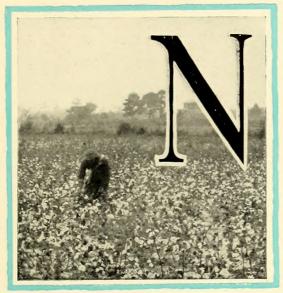
HE wide range and high quality of fruits grown in North Carolina were made evident to the whole country as far back as 1910 when this State's fruits were shown at the National Horticultural Congress, Council Bluffs, Iowa, and North Carolina, against keen competition, won the Sweepstakes Trophy for the best general collection in the United States. At this great exhibition there were fruits from Canada, Mexico, and from the Atlantic Ocean to the Pacific—thirty-three States in all competing. Besides this championship, North Carolina won forty blue ribbons for fruit, the greatest number taken by any State in the Union. Peach blossom time in North Carolina rivals the cherry blossom season of Japan or Washington, D. C.

Fruits in which North Carolina excels, include apples, peaches, grapes, strawberries, blueberries, dewberries and figs, which are not only consumed in large quantities locally but are shipped in car lots to distant markets.



NORTH CAROLINA IS WITHOUT A PEER IN THE PRODUCTION OF FRUITS AND VEGETABLES

What Our Farms Produce



ORTH CAROLINA land is capable of producing all of the following:

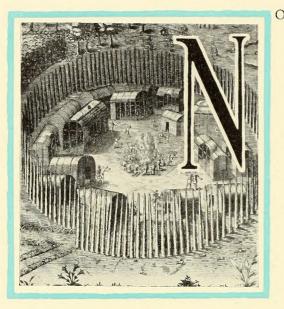
OI	-	
Alfalfa	Celery	Peppers
Apples	Collards	Parsley
Artichokes	Dewberries	Quinces
Asparagus	English Peas	Radishes
Barley	Eggplants	Rape
Beets	Figs	Rye
Blackberries	Hay	Raspberries
Blueberries	Irish Potatoes	Soybeans
Butterbeans	Kale	Strawberries
Buckwheat	Kudzu	Snap Beans
Carrots	Lettuce	Sweet Potatoes
Cauliflower	Lespedza	Spinach
Cotton	Mustard	Sugar-cane
Corn	Mint	Sorghum
Cowpeas	Onions	Squash
Cantaloupes	Oats	Thyme
Chard	Okra	Tobacco
Clover	Pears	Turnips
Cranberries	Parsnips	Tomatoes
Cabbage	Peanuts	Velvet Beans
Cucumbers	Peaches	Vetch
Cherries	Pumpkins	Watermelons
	Plums	

In fact, North Carolina's crops include practically all fruits, vegetables and other produce that can be grown outside of the tropics.



DIVERSITY IN FARMING, CATTLE AND POULTRY RAISING HAVE ENRICHENED OUR FARMERS

Cradle of Western Civilization



ORTH CAROLINA is inseparably connected with Sir Walter Raleigh and the beginning of the English-speaking Republic in the New World. He formulated plans for exploration and settlement in America in 1584 and sent an expedition which, on July 4 of that year, landed on what is now North Carolina soil and took possession of the new land in the name of Queen Elizabeth. The expedition camped on Roanoke Island, made friends with the natives and received glowing impressions of the land and the people. In September it reëmbarked, taking two native Indians, Manteo and Wanchese, and some of their "goldenweed" back to England and gave Elizabeth the first authentic tidings of her new western empire.

Raleigh during the next few years prepared and sent out several expeditions which reached the Carolina coast, and spent much time seeking gold, each finally returning to England.

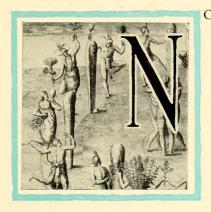
His last venture consisted of men, women, and children equipped with such cattle and implements as were necessary to begin farming. This colony, which landed on Roanoke Island, suffered complete extinction in an unknown manner. When ships returned, after two years, no trace remained of the colony except a few broken pieces of armor and the word "Croatan" carved on an oak. This word continues to conjure up romance and speculation about the fate of the "Lost Colony," and particularly about one of its members, Virginia Dare, the first native English child in the New World, born August 18, 1587.





"THE LOST COLONY," HISTORY'S MOST ROMANTIC MYSTERY, WAS SETTLED IN NORTH CAROLINA

Development of a Sturdy Race



ORTH CAROLINA'S struggles under the Proprietors and Kings developed in the people a spirit of independence resulting in this State's taking a leading part in declaring independence from the mother country and in the revolutionary struggle thereafter.

In May, 1775, in Mecklenburg County, the people met and passed formal resolutions, denying the authority of the crown and looking toward independence from England.

A convention of representatives of all counties throughout North Carolina met at Halifax in April, 1776.

The battles of Camden, Cowpens, Kings Mountain, and Guilford Court House were fought in the Carolinas,

While General Greene was destroying Rawdon and his British army at Eutaw Springs in the South, Washington with his army was closing in on Cornwallis at Yorktown. The end

had come. The remnants of Cornwallis' fine army of British regulars were unable to engage in a set battle, and he surrendered. The hope of Mecklenburg, Halifax and Philadelphia had found its realization.

Out of this sturdy American stock, Scotch, English and German, and these early struggles, came a race of typical Americans, self-reliant, energetic, yet kindly and courteous withal. As practically no immigration has occurred in North Carolina since pre-revolutionary days the percentage of native Americans in the State, over $99\frac{1}{2}\%$, is not surprising, although it is often marvelled at by those coming from the States where the foreign-born are numerous or even predominant.

The fascination, as well as satisfaction, of living in the thoroughbred American atmosphere and amid the natural comforts of North Carolina is today making many thousands of true Americans not only play and linger along its coasts, in the pines, the Piedmont, or Land of the Sky, but seek residence, homes and employment in every section of this diversified State.

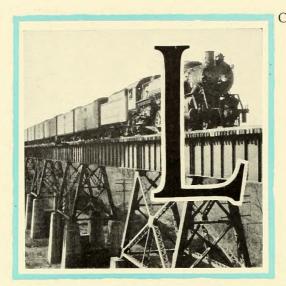




NC

Page Fifty-one

Transportation Development



ONG before the great "iron horse" followed the trail of the setting sun across the western prairies, North Carolina had a network of rails connecting its principal cities and towns and connecting them with the outside world. The State early saw the value of such service to commerce and industry and even built needed links with State funds. Today it owns valuable rail properties which are profitably leased to the large railway systems and are continually increasing in value.

The waterways of North Carolina are numerous and extensive. Those should enjoy the appreciation and expansion which seems to be coming to all water-borne commerce, the country over.

Airways is a word that the State is rapidly learning to appreciate. This is most appropriate since

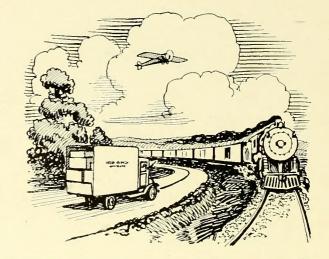
the airplane was first flown by the Wright brothers on the North Carolina sands at Kitty Hawk. A memorial motor road takes the visitor to this interesting quarter of the State, which is not far from the spot made famous by the birth to the New World of that first English daughter, Virginia Dare, of Manteo, Roanoke Island.

Night lighted airway trunk-lines for the Government mail service traverse the State, forming links in the great North and South airlines from New York to New Orleans and Florida. The Federal Government air service notes airports at North Carolina cities as follows:

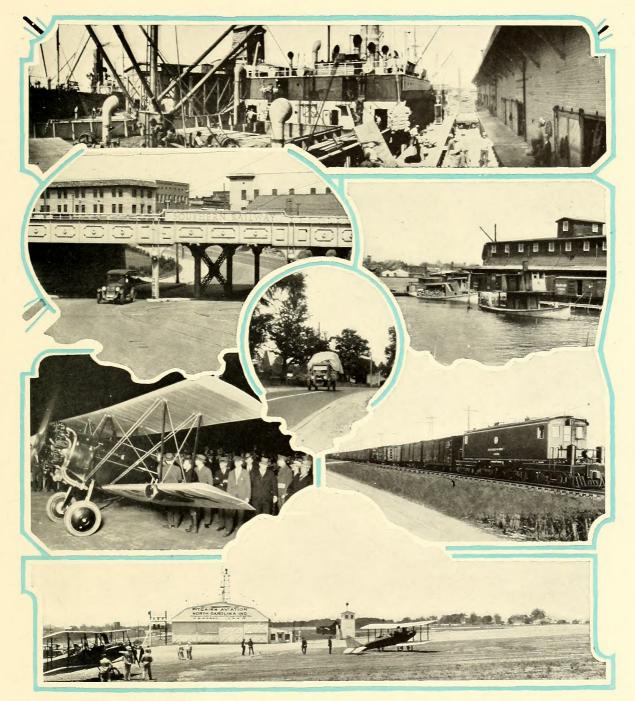
Those marked (*) are intermediate fields along airways lighted by the Department of Commerce.

Airports marked (T) are equipped with rotating beacons and partial or full equipment of flood lights for landing, flood-lighted buildings, boundary lights, danger lights, etc.

Asheville, municipal; Charlotte, municipal; Fayetteville, Pope Field, Air Corps; T-Greensboro, municipal; Henderson, fair-grounds, auxiliary; *Lexington, intermediate; Newbern, Acme Field, commercial; Pinehurst, auxiliary; Raleigh, municipal; Raleigh, commercial; Reidsville, commercial; *Reidsville, intermediate; Rocky Mount, commercial; *Stanley, intermediate; Tarboro, Baker Field, municipal; Wilmington, municipal; T-Winston-Salem, municipal.

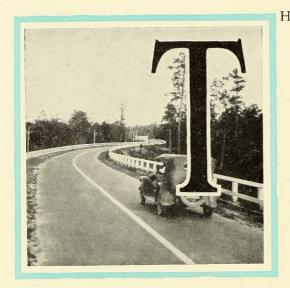


NC



RAPID TRANSPORTATION BY AIR, RAIL, HIGHWAYS AND WATER, IS AVAILABLE IN NORTH CAROLINA

Highway Progress



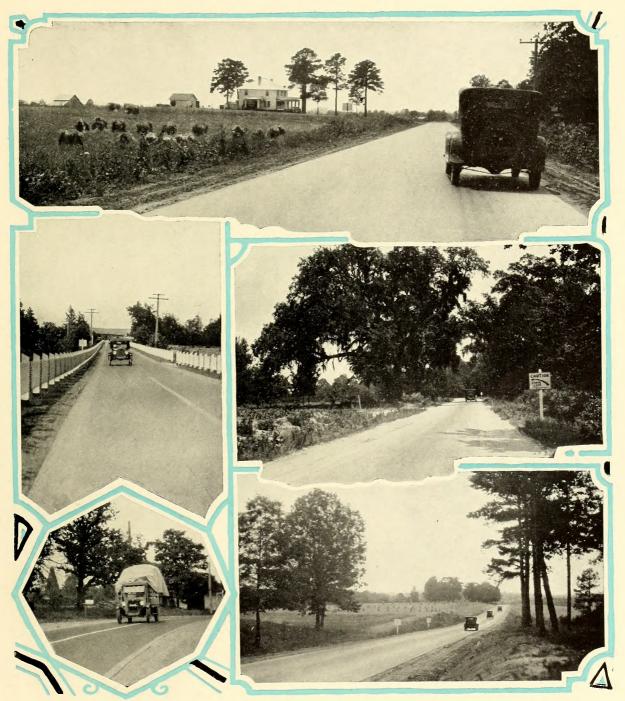
HE State highway program, which has caused North Carolina to be known as the "Good Roads State," was begun in 1921. The Legislature in that year passed an act providing for a State Commission of ten business men; also for the taking over by the State for construction and maintenance 6,200 miles of roads connecting the county seats and principal towns. The present system is comprised of nearly 8,000 miles. This new law carried a bond issue of \$50,000,000 to be used for construction. It also provided for a tax on gasoline, together with revenue from automobile licenses, to be used for maintenance and the retirement of the bonds. Frank Page has been chairman of the Commission from its inception.

Since 1921, North Carolina has made a greater ratio of progress, socially, agriculturally, and industrially than any other State in the Union.

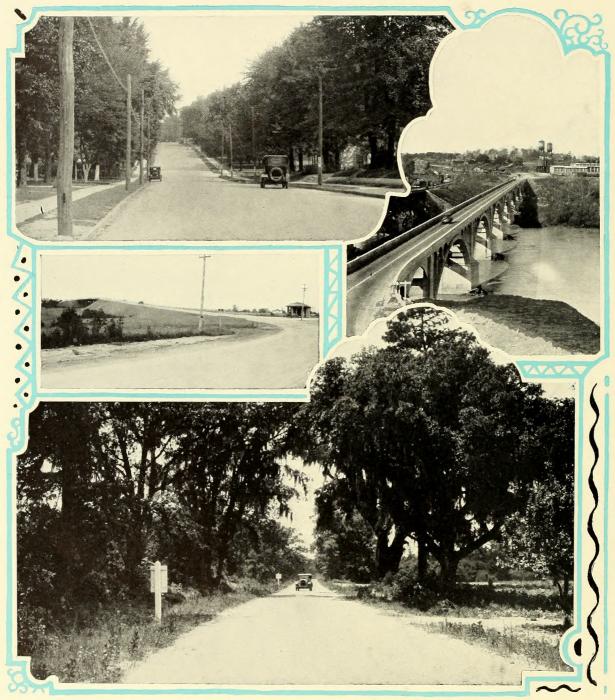
In addition to our purely physical advancement, we have stressed spiritual values and have interpreted our progress in terms of human service.



MODERN SAFEGUARDS MAKE TRAVEL ON NORTH CAROLINA'S HIGHWAYS SAFE

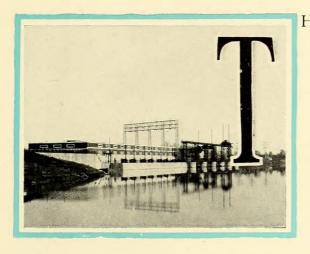


A MODERN SYSTEM OF IMPROVED HIGHWAYS HAS GIVEN IMPETUS TO NORTH CAROLINA'S DEVELOPMENT



SMOOTH ROADS AND BEAUTIFUL BRIDGES DELIGHT THE MOTORIST IN NORTH CAROLINA

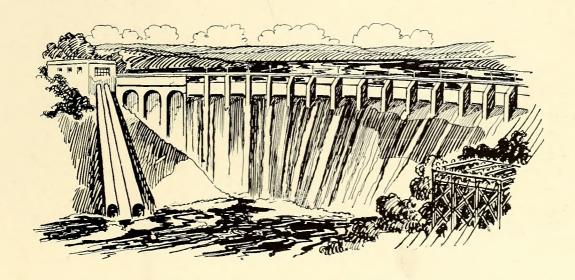
Water Power Development

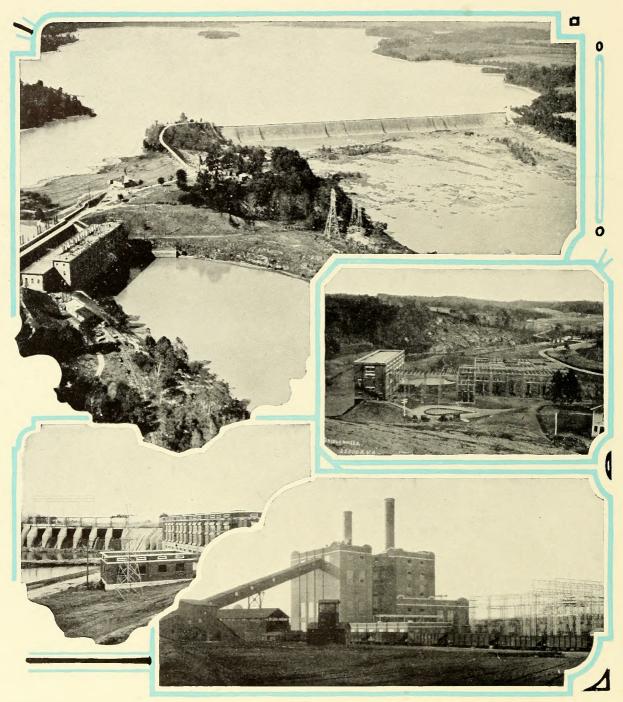


HE electric energy generated by the waters of North Carolina constitutes a valuable asset that adds materially to the attractiveness of the State as "a good place to live."

The scope of the benefits of water power to North Carolina can be appreciated by knowing that the income from one great perpetual endowment is to be applied to uses such as these: "A portion to Duke University at Durham. A like portion to every hospital in the two Carolinas not operated for private gain. A per-

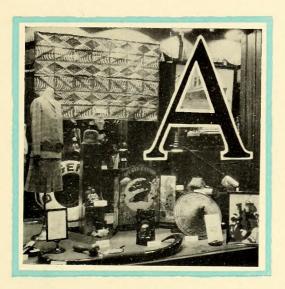
centage each year to all the orphanages—both white and colored—of the two States; another part to support certain colleges and universities for both races and a portion for the pension and support of ministers of the Gospel. Provision is also made for the building up and extension of the supporting water-power development itself so that it shall be adequate to meet the growing needs both of industry and of those social agencies which depend upon it."





CHEAP ELECTRIC POWER IN NORTH CAROLINA HAS MADE LIFE ATTRACTIVE AND INDUSTRIAL DEVELOPMENT EASY

Some Outstanding Facts



TEN-THOUSAND horse-power plant, completed in North Carolina in 1905, has grown by leaps and bounds until the statistics of the hydro and steam electric plants of the State show the following significant facts:

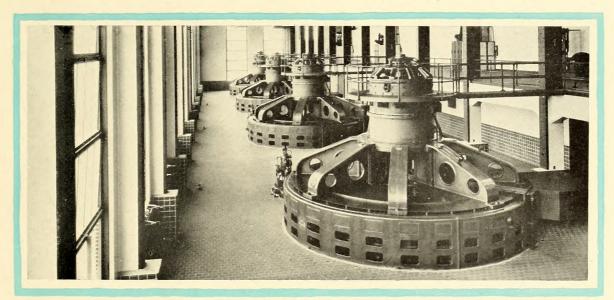
North Carolina is credited with more potential water-power which can be developed than any other Eastern State except New York.

North Carolina has approximately 900,000 developed horse-power, or more hydro power than any State in the Union with the exception of New York in the East and California and Oregon in the West.

North Carolina projects now under construction will increase the State's developed power to nearly one million and a half horse-power, a commanding position indeed.

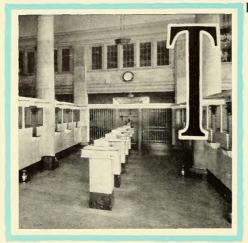
Over 85% of the counties of North Carolina

are served with electric energy sufficient for manufacturing purposes from the network of transmission lines of over six thousand miles. Over one hundred cities, towns and villages in North Carolina are connected and benefiting by this colossal servant of present-day industry and home life. Practically every North Carolina commmunity is supplied with electric power for home use.



NORTH CAROLINA'S HYDRO-ELECTRIC PLANTS CAN DEVELOP ALMOST A MILLION HORSEPOWER OF ENERGY

Banks, Newspapers, Civic Bodies



HE banks of North Carolina have shown a steady gain until now their assets are more than \$550,000,000.

The convenience and stability of the 529 banks, and their branches, both State and National, which beneficially serve every locality of the State, are equal to those of any part of the country at large. A few of the many attractive banking buildings in large and small North Carolina cities and towns are herewith pictured.

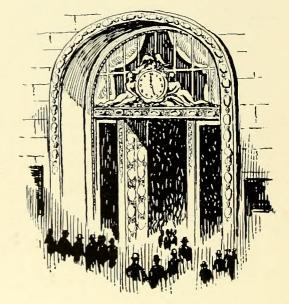
The newspapers of North Carolina have consistently placed before the State's three million people the facts upon which its remarkable progress has been established. This attitude of the newspapers has been instrumental in building up a community or State consciousness that is unsurpassed in the country. Thus

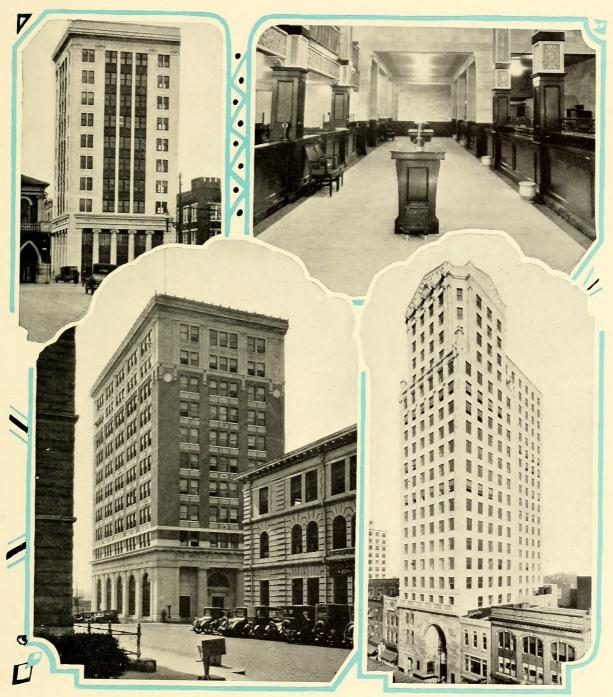
the people are enabled to follow the trend of events and watch the development of their communities.

Among the 38 dailies and 163 weeklies, the State has many nationally known publications. The population is not congregated in great cities and the circulation of some dailies is one-third more than that of the population of the cities where they are issued, demonstrating the close ties and equality between the cities and the surrounding rural districts.

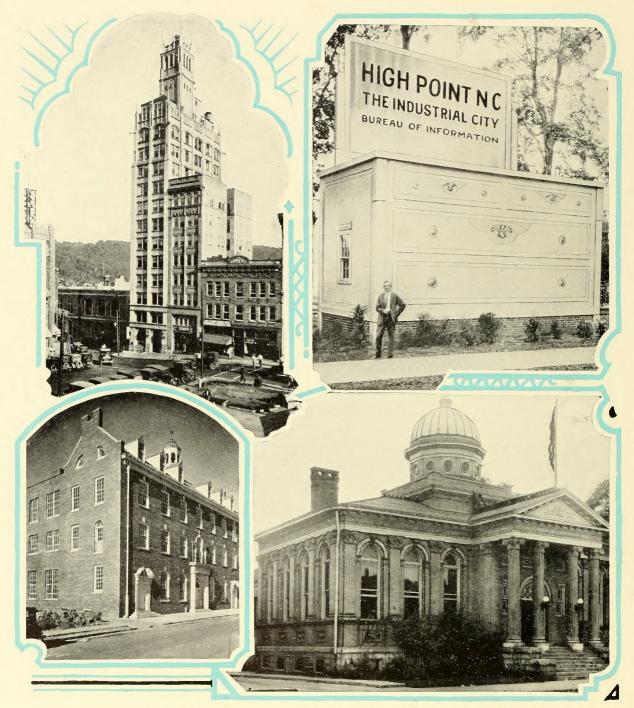
Eighty-two cities, towns and counties in North Carolina maintain Chambers of Commerce, which furnish service and information for the good of their localities. These have wide-a-wake officers and efficient corps of trained executives and workers, who are ever at the command of those in need of local information or statistics.

Hunting, city and country clubs, are to be found in every community, many of them having nation-wide reputations for hospitality, comfort and sports. Rotary. Kiwanis, Civitan, Lions, historical, fraternal, military, women's and other friendly organizations abound in the cities and towns. Church societies, Y. W. C. A.'s, Y. M. C. A.'s and Boy and Girl Scout organizations care for the young folks of each community or of its visitors. The social life of the State is one of the best.



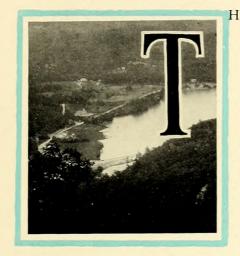


MANY NORTH CAROLINA BANKS ARE HOUSED IN IMPOSING BUILDINGS



CHAMBERS OF COMMERCE, NEWSPAPERS AND LIBRARIES HAVE DEVELOPED A STATE CONSCIOUSNESS

For Convenience and Pleasure



HE extent to which the towns and cities build and support first class, modern hotels is a matter of gratification to the State as a whole. Motorists overtaken by nightfall, on the State's splendid highways, are always within reach of a comfortable place to lodge.

There are located in the State more than 300 theatres and places where motion picture films are shown. These theatres and halls are valued at \$15,000,000, or an average of close to \$48,000 each, and employ more than 2,000 persons, whose weekly payroll averages over \$300,000 or \$15,000,000 in a year.

The capacities of five of the leading theatres of the State are: (1) seats 3,000, cost \$1,000,000; (2) seats 2,000, cost \$600,000, plays the best vaudeville and pictures, has a ten-

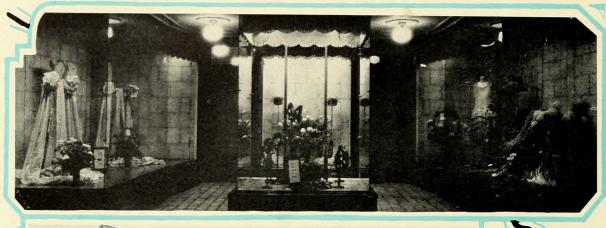
piece orchestra; (3) seats 1,590, ten-piece orchestra, vaudeville and pictures, cost \$750,000; (4) seats 1,600, plays vaudeville and pictures, cost about half a million; (5) seats 750, cost \$200,000, plays the best of all kinds of attractions.

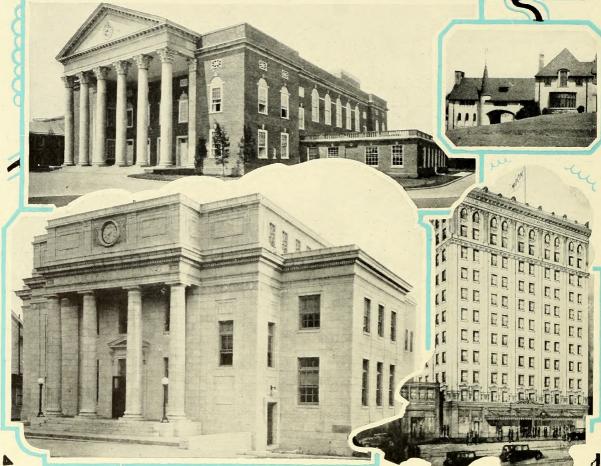
The shopper can purchase as economically in North Carolina as in any other State. This is due to the the fact that practically every necessary household article is manufactured within the State and can be transported conveniently and at a moderate cost. Not only the nation-wide "chains," selling all classes of merchandise, are found in practically every center in the State, but well-equipped independent stores carrying most desirable merchandise. These are sometimes joined together in partnership or by buying arrangements covering the State.

The clean and attractive physical aspect which is the stores' first recommendation, is plainly illustrated berewith.

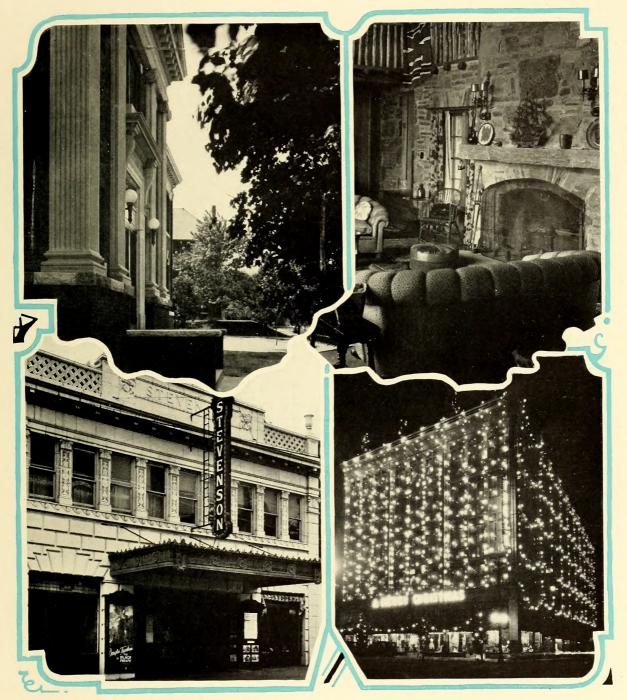
Libraries are generously supplied to all localities through State, city, religious and private agencies. The first State library was destroyed in 1831 when the former Capitol building was burned, but the present one now contains 60,000 volumes. The public libraries of the State contain about 300,000 volumes and are generally located at the county seats or in traveling libraries. Many counties provide literary facilities for their rural residents.

The Natural History Museum and the Hall of History, located in the State government buildings adjacent to the Capitol Square, Raleigh, are well worth a visit. These are the chief museums of the State, although interesting collections and exhibitions of historical and natural objects are maintained in various cities and towns.



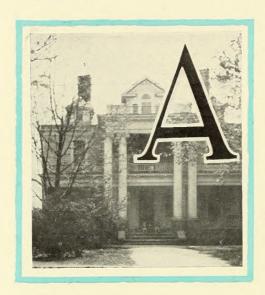


CAROLINA'S INDUSTRIAL PROGRESS IS STRIKINGLY EVIDENCED IN HER STORES, PUBLIC BUILDINGS AND HOMES



FINE HOTELS, THEATERS AND DEPARTMENT STORES GREET THE PLEASURE-SEEKER AND SHOPPER

Schools, Churches, Homes



STATE which manifests a persistently aggressive interest in the advancement of education is most certainly a good place in which to live. In the twentieth century North Carolina has achieved rapid progress in the field of education.

In 1900, the total annual expenditures for public schools amounted to \$1,062,304; in 1926-27, the total public school expenditures amounted to \$36,701,501.

In 1900, the total amount spent for current expenses in the public schools amounted to \$1,004,903; in 1926-27, the total sum spent was \$25,565,974.

In 1900, the total value of all public school property in North Carolina amounted to \$1,097,564 and in 1928 had increased to approximately \$100,000,000; an increase of nearly one hundred fold.

In 1900, the average value per school house in North Carolina was \$159, which arose in 1926 to \$12,180.

The average monthly salary paid each teacher in

1900 was \$23.46 as compared with \$103.78 in 1925.

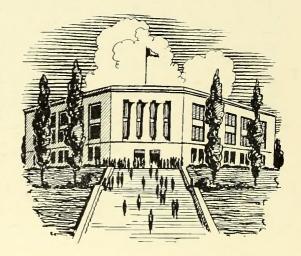
The average school term in days has increased during the period 1900-1926 from 70.8 days to 146.5 days.

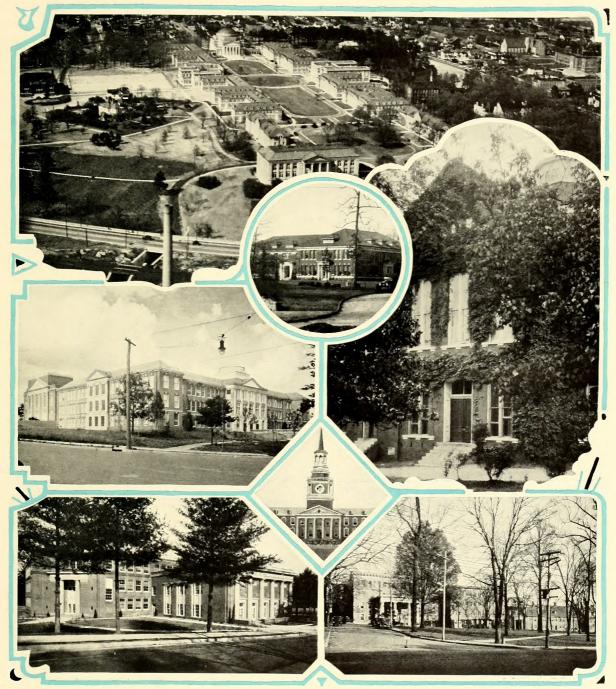
In 1900 the total school enrollment in North Carolina was 400,452 pupils; in 1926, 818,739 pupils were enrolled in the public schools of this State—81,000 in the public high schools. There are also 90 private high schools with 4,000 pupils therein.

Since 1900 the number of teachers in the public schools has increased from 8,320 to 23,128. Two-thirds of the 4,000 high school teachers are college graduates.

The total number of consolidated schools with five or more rooms was 657 in 1926. Over 2,300 motor trucks are transporting 100,000 pupils to and from large consolidated schools. During the school year 1925-26 North Carolina ranked third among the States in number of school busses and children transported, and second among the States according to number of miles of route.

North Carolina has from the very beginning assumed higher education to be a function of the State. The original State Constitution provided for the maintenance of a State University, and the University of North Carolina was the first of such institutions in the country to open its doors.





SPLENDID PHYSICAL EQUIPMENT CHARACTERIZE THE STATE'S EDUCATIONAL INSTITUTIONS

The State maintains five institutions of higher learning for negroes and the following institutions for whites: University of North Carolina, Chapel Hill; The North Carolina College for Women, Greensboro; North Carolina State College, Raleigh; East Carolina Teachers College, Greenville; Appalachian State Normal School, Boone, and the Cullowhee State Normal School, Cullowhee. In addition to the State-owned institutions already mentioned, there are thirty-two privately endowed institutions of higher learning for whites and seven for colored. Among the well known private institutions in the State are Duke University, Davidson College, Wake Forest College, Elon College, Guilford College, Flora MacDonald College, Meredith, Peace, St. Mary's, Queen's, Salem and Louisburg.

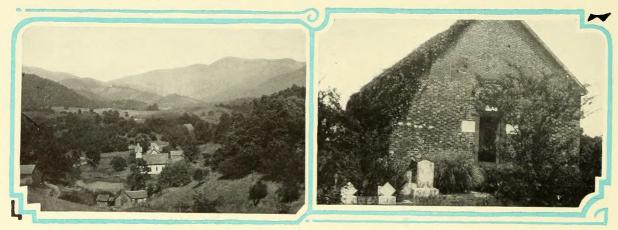
Citizens of North Carolina are energetically and persistently seeking to enrich their existing educational opportunities.

The atmosphere of reverence can only be appreciated by being enjoyed. Some of North Carolina's beautiful churches are herewith pictured and new ones are being continually added. They represent all creeds.

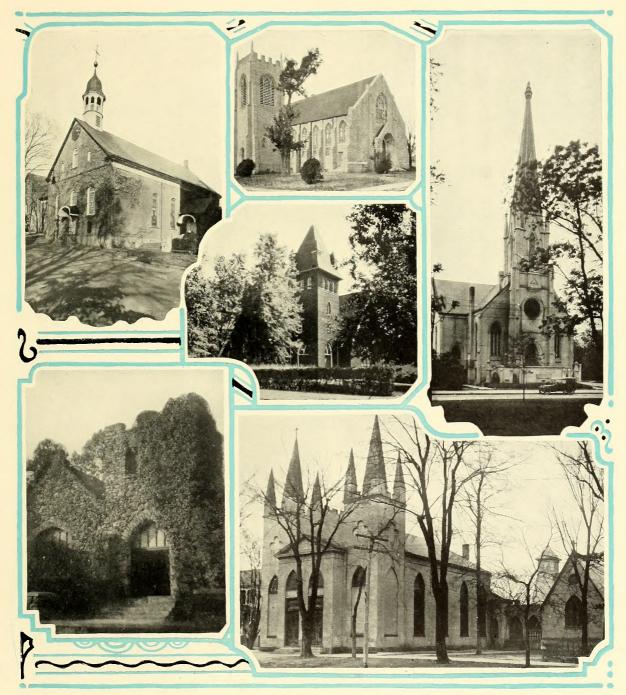
The ever-varying houses of the home-like communities of this uniquely varied State run from the majestic Southern Colonial homestead and the impressive mansions of North Carolina stone, through the almost endless variety of comfortable modern houses, cottages and bungalow types.

Possibly one of the most surprising and pleasing angles of home building or buying in North Carolina is its unusually low cost. This is due to the fact that they can be built from the easily obtained pine, hardwood, brick and other materials produced and economically handled in almost all sections of the State by the effective native labor. Home building is very active.

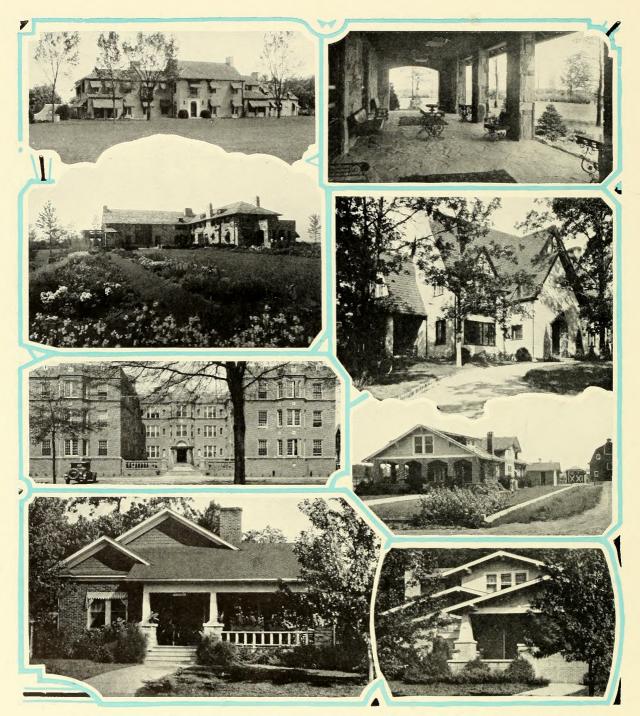
Whether it be at the seashore or coastal plains, the soothing Southern pines, the active uplands, or the majestic mountain regions, you are cordially invited to come and enjoy the matchless hospitality and comforts of North Carolina.



CHURCHES OF THE DIFFERENT DENOMINATIONS DOT THE RURAL SIDE



THE WORSHIPPER FINDS BEAUTIFUL CHURCHES OF ALL CREEDS IN CITY AND COUNTRYSIDE



CAROLINA HOMES RANGE FROM IMPOSING COUNTRY ESTATES TO MODERN APARTMENTS AND BUNGALOWS

A Well Balanced State



NATURAL corollary to a good place to live is one in which to earn a good living; statistics and experience prove North Carolina to be both.

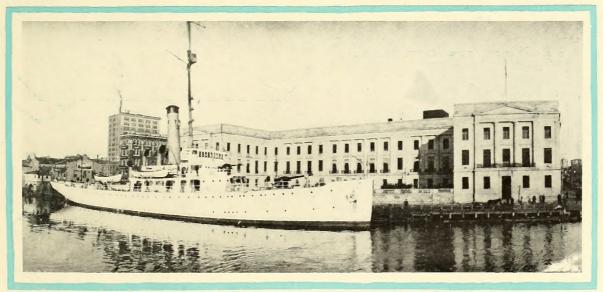
This "evenly balanced State," as it has been called, furnishes adequate opportunities for making a living in its cities, in its prosperous towns, villages, and in its rural districts. North Carolina's distinctive mode of living, in uncongested cities and towns and in the country, is made possible, as in no other State in the Union, by the unrivalled facilities of its network of railroads, fine highways and super-power distribution systems.

It has been claimed that North Carolina has a greater proportion of its population located in prosperous, attractive towns of five thousand, or less, population than any other up-to-date, industrial State in the Union. The rural districts are almost equally blessed with super communications and conveniences which are tending to diversify farms and add to the State's two great staple crops of cotton and tobacco.

Some of the industrial and agricultural developments in North Carolina are so unique and interesting as

to warrant mention in our quest of "a good place to live."

To illustrate the helpful attitude of the communities and their Chambers of Commerce, we find in one town of fifteen thousand population a substantial brick building, with power connection, which they term an "Industry Incubator," in which new industries may be "hatched out and brooded" until they can go out into the big business world to "scratch" for themselves. Other

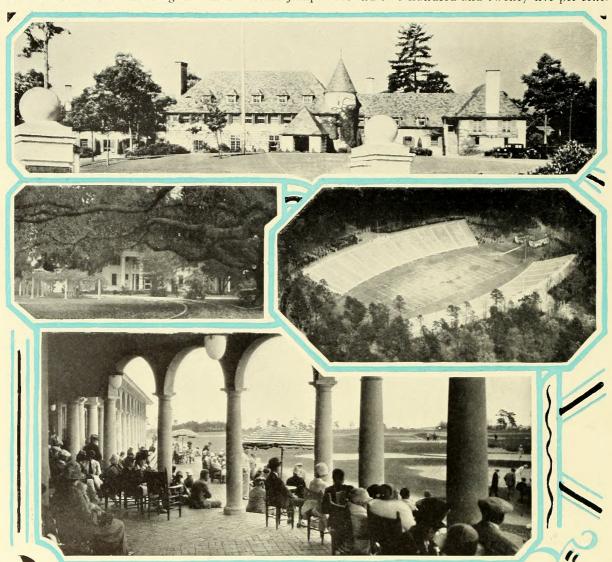


NORTH CAROLINA'S MAGNIFICENT CUSTOMS HOUSE AT WILMINGTON

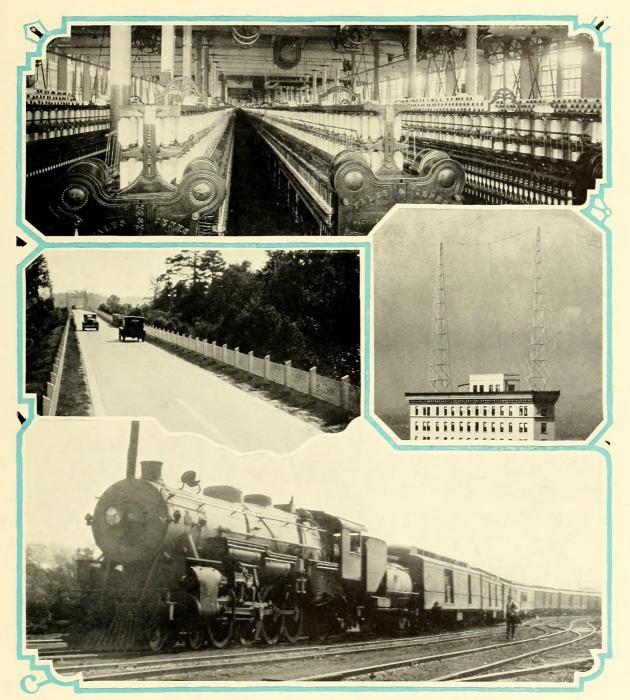
localities, also have mammoth plans often located "out of town" with attractive home conditions or community villages.

The increase in the importance of manufacturers in North Carolina in the last decade is spectacular. Statistical deductions are illuminating and interesting and a few are given herewith. Even omitting the smaller establishments, as has been done in the U. S. Census figures subsequent to 1919, North Carolina, in number of wage earners, dollars of wages and cost of material and value of product, shows heavy gains.

The number of wage earners for 1925 is nearly one-third greater than that recorded in the 1912 census. The amount of wages paid increased nearly two hundred per cent in the same period; the cost of materials entering into manufacture jumped around two hundred and twenty-five per cent.

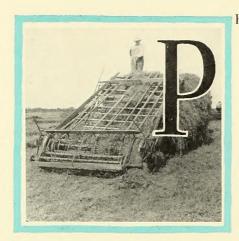


THOSE SEEKING DIVERSION WILL FIND MANY AND VARIED RECREATIONAL FACILITIES



NORTH CAROLINA'S INDUSTRIAL EXPANSION HAS BEEN QUICKENED BY SUPER COMMUNICATION

Agricultural Prosperity



ERHAPS it has been the State's fine railways and its effective industrial and agricultural departments; it may have been the splendid State and county highways, or the mobile power or evenly distributed population or all of them combined, but agriculture in North Carolina, in addition to the big money crops, is becoming highly diversified and successful, wherever such new fields are earnestly cultivated. The Department of Agriculture, Conservation Department, College Extension activities, farm federations and cooperative associations, have been and will be a great help in extending these desirable results. To illustrate the splendid opportunities in North Carolina to make a good living we cite some interesting facts about income derived from diverse agricultural sources.

(A) At Hot Springs, there is a farm of four acres which, prior to putting through an improved road, produced little more than enough to support the farmer and his family who lived on it. Last year they not only lived well from it, but cleared \$2,200 in cash by marketing

at their front gate the fruit and vegetables they produced.

(B) Another farmer, operating a farm of 200 acres at Swannanoa, has been clearing \$25 a day for the summer and fall from the surplus produced on his farm. Here the market has no attendant but is conducted on the honor system and the owner claims never to have lost a cent. Prices are indicated and the buyer makes his own change.

(C) There are now 29 curb markets in different cities at which the farmers sell annually nearly a quarter of a million dollars worth of surplus produce from the farm. A few years ago

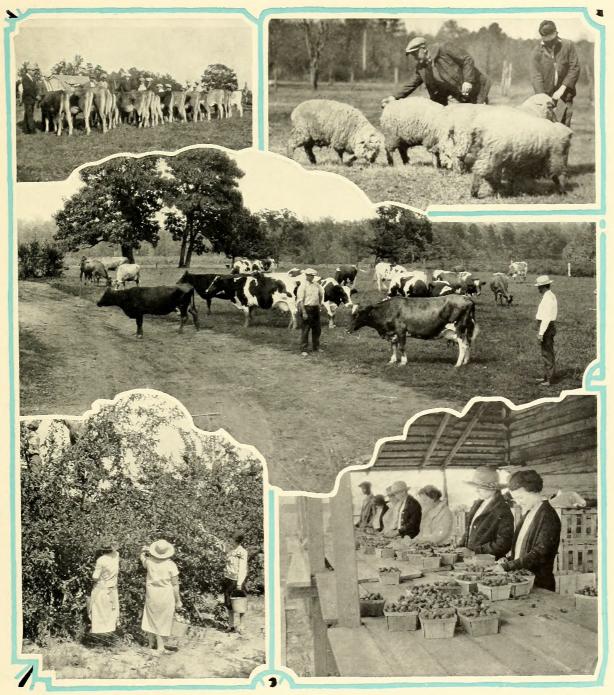
there were only two or three of these markets, and these only in the larger cities.

(D) Forty cooperative farm marketing associations have been developed and are engaged





AGRICULTURE IN NORTH CAROLINA IS BECOMING HIGHLY DIVERSIFIED AND SUCCESSFUL



NORTH CAROLINA'S FERTILE SOIL AND MILD CLIMATE MAKE DIVERSIFIED FARM ACTIVITIES PROFITABLE



NORTH CAROLINA'S SOIL IS PECULIARLY ADAPTED TO THE GROWING OF COTTON AND CORN

in shipping carload after carload of poultry, eggs, hogs, fruits, and vegetables that formerly were not grown for sale outside the State and, in addition, amply supplying the local markets.

(E) Roadside markets and city curb markets have stimulated the growing of truck produce on the farms and are the outlet for the farm surplus. The farm women are the merchandisers of this surplus and with this ready cash are putting modern conveniences into their homes, dressing themselves and their children better, painting their houses, and beautifying their premises, with a resultant benefit to the whole community.

All sections of the State benefit from the prolific soil and generous rainfall; Eastern Carolina's wonderful bright belt tobacco, the greatest in the world, as well as its enormous peanut industry; the central section's commanding cotton and truck district and the west's potato and grain crops.

The leading orchard fruits in North Carolina are the apple and the peach. While these fruits can be grown in many sections of the State, the production of apples for commercial purposes is largely confined to Western and Central North Carolina. This wonderful region of valley, plateau, and mountainside is one of the finest apple regions in the United States, and should become one of the greatest in America.

The "Sand Hills" section is located in the south central part of North Carolina running from

near Raleigh, southwards to the State line, and is one of the finest fruit belts of the United

States. This is an undulating plateau three hundred to seven hundred feet above sea level and dipping into the stream bottoms. Throughout this "Sunshine" fruit belt there exists a sandy loam type of soil that is peculiarly advantageous to the production of peaches, dewberries, strawberries and grapes. There are hundreds of acres exclusively devoted to these fruits.

Apples, plums, cherries, blackberries, Japanese persimmons, figs and other fruits are most prolific east of the Piedmont region.

Watermelon and cantaloupe production for shipping to Northern markets is one of the most important trucking industries of Eastern North Carolina. Carloads shipped in 1927 were: Watermelons 1,085, and cantaloupes 605. For Northern markets the small early varieties of cantaloupes, such as the Netted Gem or Rocky Ford, are grown in abundance.



"A Good Place to Live"



ITH its wonderful and varied climate, long growing season, highly adaptable soils, North Carolina's fruits and vegetables are destined to become to the East what California's are to the Pacific Coast. The economic advantages of comparatively cheap lands and close proximity to good marketing centers make horticultural development an alluring opportunity.

North Carolina also evidences good earning opportunities in cattle, hogs and sheep, dairying, creameries and poultry raising.

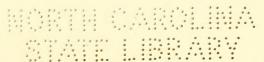
The true value of property in the State has multiplied eight times since 1900, while the value of the entire country was increasing by only four times.

As in any community which is growing in every sense of the word, North Carolina offers unusual opportunity to make "a good living"—or as much more than that as your ambition and ability can accomplish.



NC

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Acknowledgment

For valuable data and statistics, acknowledgment is made to the following State Departments of North Carolina:

Department of Agriculture State Highway Commission Department of Education Historical Commission

and to the various Institutions. Colleges and Chambers of Commerce of North Carolina for aid in securing illustrations.

WADE H. PHILLIPS, Director.

Raleigh, N. C., June 30, 1928.







